From: Stacey Forfar
Sent on: November 14, 2025 1:20:28 PM
To: William McLennan
CC: Michael Binetti
Subject: RE: Communications and Public Relations Assistance - Springwater

Absolutely – please include Renee as well as she will be available then too.
Appreciate your support with these pieces.
Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 14, 2025 1:10 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey – does 10 a.m. tomorrow morning work for you and Mayor Coughlin?

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

365 Bay Street, Suite 200
Toronto, Canada M5H 2V1

T/F +1 416-360-2800
agmlawyers.com / thelitigator.ca

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 14, 2025 12:37 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Thank you

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
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P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 14, 2025 12:35 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey,

I've reached out to ask for a call this afternoon or tomorrow morning. I think with the time difference Ahmad will be offline right now, so my guess is that it will likely be tomorrow morning. But let's see.

Best,
Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

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+1 647-797-0623
wmclennan@agmlawyers.com

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Toronto, Canada M5H 2V1
T/F +1 416-360-2800
agmlawyers.com / thelitigator.ca

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This e-mail may be privileged and confidential.

From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 14, 2025 12:29 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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William and Michael,

I just connected with Mayor Coughlin – she is available anytime this afternoon or tomorrow morning, as she appreciated we are coordinating with a time difference with the folks on the call this morning (and I am not sure if you are in another time zone too Michael). Would you be able to reach back out to them and see if we could set up another call to bring Mayor Coughlin up to speed ahead of reviewing proposals Sunday / Monday to close the loop on this piece.

My sincere apologies for this and my thanks for your patience.
Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 14, 2025 8:43 AM
To: Stacey Forfar <stacey.forfar@springwater.ca>

Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

I understand. Okay, I'll speak with them before 10, so that we can all just hop on the link that I sent at that time.

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

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T/F +1 416-360-2800
agmlawyers.com / thelitigator.ca

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 14, 2025 8:38 AM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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I think she will be confused – I let her know you were going to ensure both teams were up-to-speed as much as could be shared ahead of each call. I don't need to be on it with them, you have my full trust and confidence to do so.

Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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Act. If you have received this message in error, please notify the sender of the error so that we can update our distribution list and then delete the message without making a copy.

From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 14, 2025 8:35 AM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey,

I will forward the invite to Mayor Coughlin. My intention was to have us (and you) meet with Gestalt at 10, and then for Mayor Coughlin to join at 1015. Does that work?

Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

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Toronto, Canada M5H 2V1
T/F +1 416-360-2800
agmlawyers.com / thelitigator.ca

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 14, 2025 8:31 AM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi William,

We will need to send this invite for 10am to Mayor Coughlin as well – if you are able to connect in with this next team ahead of time on a call, similar to the team from yesterday, that would be helpful, but appreciate the short timing with logistics. Just trying to provide both firms with the same approach ahead of the discussion unfolding with the Mayor.

Let me know if a quick call would be helpful.
Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009



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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 14, 2025 6:58 AM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: Re: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Yes, that's great. I haven't spoken with them at all.

I'll confirm this with them now.

Will

Get Outlook for Android

From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: Friday, November 14, 2025 6:40:37 AM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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William,

Not sure if you have been able to give them an overview of the situation - would it be helpful to have us on at 10am to assist with some of the context and then we can pull Mayor Coughlin into the call at 10:15am? Certainly wide open to suggestions.

Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 13, 2025 8:52 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: Re: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey - does 10 a.m. work for you and the mayor?

Will

Get Outlook for Android

From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: Thursday, November 13, 2025 7:44:55 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi William,

Apologies for the notes, Mayor Coughlin is available tomorrow morning if that is possible.

Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
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From: Stacey Forfar
Sent: November 13, 2025 7:23 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

Thank you William - if you don't mind, please set up a call for tomorrow.
Very best,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009



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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 13, 2025 6:50 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: Re: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey - we did eventually connect, but their timing today didn't line up. I told them that we were still considering options and would be in touch once your team decided how it wanted to proceed. Would you like me to set up a call with them sometime tomorrow?

Will

Get Outlook for Android

From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: Thursday, November 13, 2025 6:45:32 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi William,

Just a quick note to see if there was a connection made with the other name we had?

With thanks,
Stacey

Stacey Forfar RPP, MBA
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
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From: Stacey Forfar
Sent: November 12, 2025 7:29 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

That would be great, thank you.
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 7:18 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi Stacey – I've sent the invite for 4 p.m. tomorrow with Sussex.

In the meantime, Ahmad responded to my text and provided his email address. Would you like me to set up a call with me, your team, and the mayor for 430 p.m.?

We can then decide who we want to move ahead with.

Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

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+1 647-797-0623
wmclennan@agmlawyers.com

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Toronto, Canada M5H 2V1
T/F +1 416-360-2800
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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 6:32 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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You're wonderful – our sincere thanks for your guidance and assistance with this.
Very best,
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 6:30 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Great – I'll ask to move the call to 4 p.m. I'll reach out to you, Renee, and John when a final time is set.

Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

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T/F +1 416-360-2800
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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 6:25 PM
To: William McLennan <wmclennan@agmlawyers.com>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Skipping the pre-meet works for us – happy to jump on a call with everyone tomorrow afternoon to move this piece forward.

Very best,
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 6:18 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Cc: Michael Binetti <mbinetti@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi Stacey,

We understood from the emails below that you wanted to have a pre-meeting with the firms before meeting with the mayor.

I've only heard back from Sussex. They can meet at 3 p.m. tomorrow for the pre-meet and Friday at 9 a.m. with the mayor.

Would you prefer that we skip the pre-meets and the meeting with Gestalt (if they get back to me), and just schedule the meeting with the mayor tomorrow instead?

Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

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wmclennan@agmlawyers.com

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 6:12 PM
To: William McLennan <wmclennan@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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William,

The Mayor is available tomorrow afternoon between 1pm – 2:45pm and anytime after 4pm.

Would be great to connect in with the team sooner than Friday if folks are available.

With thanks,
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: Stacey Forfar
Sent: November 12, 2025 4:39 PM

To: 'William McLennan' <wmclennan@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

Thank you!

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 4:38 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Thanks, Stacey – no worries – I will give him a call now!

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 4:36 PM
To: William McLennan <wmclennan@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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I have a phone number for him - it is [redacted]. I can send him a text and let him know you will be reaching out if that would be helpful?

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 4:34 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Sorry, Stacey – did you receive an email contact for Mr. Attia? It is not on the website.

Thank you!
Will

AFFLECK GREENE MCMURTRY LLP
BARRISTERS

WILLIAM MCLENNAN

+1 647-797-0623
wmclennan@agmlawyers.com

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T/F +1 416-360-2800
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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 4:24 PM

To: William McLennan <wmclennan@agmlawyers.com>; Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

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William – with thanks.

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
P. 705-728-4784 Ext. 2009

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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 4:23 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>; Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

EXTERNAL EMAIL. Please check sender.

Hi Stacey – Udnerstood. I'll confirm that both are available tomorrow afternoon for a brief initial discussion, as well as for Friday morning to meet with the Mayor if we choose to proceed with their firm. I'll reach out when the time are confirmed.

Will

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BARRISTERS

WILLIAM MCLENNAN

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 4:18 PM
To: William McLennan <wmclennan@agmlawyers.com>; Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Happy to connect in with Sussex first given your team has worked with them – if it is not a fit we can reach out to Gestalt if that works. My goal is to have someone on board before the weekend.

Very best,
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
Minesing, ON L9X 1A8
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From: William McLennan <wmclennan@agmlawyers.com>
Sent: November 12, 2025 4:10 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>; Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Hi Stacey – before I set up the calls, I just wanted to confirm whether you want us to arrange a pre-meet with Sussex and Gestalt, or just Sussex?

Thanks,
Will

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From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: November 12, 2025 3:46 PM
To: Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>; William McLennan <wmclennan@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Michael,

My thanks for this, sounds great – we are happy to have your team coordinate introductions. The Mayor is available Friday morning and Renee and I are happy to make ourselves available tomorrow afternoon anytime for pre-meets if those are at all helpful – we are wide open to suggestions. A quick scan of the media over the last few weeks up here will give everyone a sense of the challenges.

When you have a chance, please let us know the best way to proceed and if we can assist further at this time.
Very best,
Stacey

Stacey Forfar RPP, MBA (She/Her)
Chief Administrative Officer
Township of Springwater
2231 Nursery Road
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P. 705-728-4784 Ext. 2009

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From: Michael Binetti <mbinetti@agmlawyers.com>
Sent: November 12, 2025 2:37 PM
To: Stacey Forfar <stacey.forfar@springwater.ca>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>; William McLennan <wmclennan@agmlawyers.com>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Stacey,

Will and I, or one of us, can make ourselves available over the next couple of days for this call. Will has calls tomorrow from 10-11 and 1-2 and is otherwise free this week. I have a flight tomorrow morning, but can be free late afternoon/into the evening. If I'm not around, Will can attend. Friday morning I have time too in the morning for a call. Over the weekend, of course, if the need arises.

I checked out Gestalt online. They seem to know their stuff. I have not worked with them before.

If you'd like to interview another option, then I have worked with Jamie Besner and the team at Sussex Strategy Group many times. They are all ex-government and ex-media people. They have a deep reach into provincial and municipal government with dedicated municipal and provincial practices. Sussex has worked with other mayors across the province with reputation issues, crisis management, etc. We have hired them before on behalf of clients.

I am happy to make the introduction.

Please let me know what times work for your group as well.

Michael

From: Stacey Forfar <stacey.forfar@springwater.ca>
Sent: Wednesday, November 12, 2025 10:24 AM
To: Michael Binetti <mbinetti@agmlawyers.com>; 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Wonderful, sounds great Michael – thank you John for making this connection.

Michael, the contact we have is for Ahmad Attia from Gestalt in Toronto. We briefly spoke on the weekend about potentially providing support. When you have a chance, let me know the best way to move this ahead. I can certainly reach out and see if he has some time to connect with us sooner than later this week if that would be helpful – just let me know a couple of times that work on your end. I was thinking we could connect in with him and then bring the Mayor on to see if it is a fit. Wide open to suggestions.

My thanks again,
Stacey

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Chief Administrative Officer
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From: Michael Binetti <mbinetti@agmlawyers.com>
Sent: November 12, 2025 10:13 AM
To: 'John Mascarin' <jmascarin@airdberlis.com>
Cc: Stacey Forfar <stacey.forfar@springwater.ca>; Renee Ainsworth <Renee.Ainsworth@springwater.ca>
Subject: RE: Communications and Public Relations Assistance - Springwater

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Works for us. We work a firm as well if the first choice one doesn't work out.

From: John Mascarin <jmascarin@airdberlis.com>
Sent: Wednesday, November 12, 2025 9:50 AM
To: Michael Binetti <mbinetti@agmlawyers.com>
Cc: Stacey Forfar <stacey.forfar@springwater.ca>; Renee Ainsworth <renee.ainsworth@springwater.ca>
Subject: Communications and Public Relations Assistance - Springwater

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Michael,

The Mayor's requires assistance from a communications and public relations perspective. Unfortunately, the Township's Procurement By-law does not include an exclusion for the engagement of such consultants. I have suggested to Stacey and Renee that we could retain the communications consultant on the Township's behalf as part of our engagement. I thought it might be best for it to be done by your firm if you agree.

Let us know if you can accommodate this. Stacey has a consultant in mind.

John

John Mascarin
Partner Certified Specialist (Municipal Law: Local Government & Land Use Planning and Development)

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