



An Electronic update of news and events from the
Canadian Association of Municipal Administrators.

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May 7, 2007

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2007 CAMA Conference, Calgary, AB

The count down is on! Just three weeks to go before the CAMA Conference in Calgary, AB. This great educational and networking event is planned for May 28-30. Have you registered yet? There's still time!

To print the registration form, [click here](#). Complete BOTH PAGES and mail to the CAMA National Office at PO Box 128, Station A, Fredericton, NB, E3B 4Y2. For more information on the Conference, visit http://www.camacam.ca/conference_2007.asp.

The host hotel for the conference is the Fairmont Palliser in Downtown Calgary. All the CAMA rooms at that hotel are sold out, but a block of rooms has been set aside at the Hyatt Regency Calgary. To make your reservation, call 1-888-591-1234 and use the meeting name "36th CAMA Conference."

Rooms have also been set-aside at the Calgary Marriott Hotel. For more information, or to reserve your rooms today, contact the Calgary Marriott Hotel directly. You can make reservations by calling 1-800-896-6878. Use the meeting code "MUN."

For additional information, visit the CAMA Conference website at <http://www.camacam.ca/2007-conference/accommodation-transport.html>.



PROGRAMMING NOTE

Despite record-breaking attendance for the upcoming CAMA Conference, the independent CAMA tour to Banff will not be offered on May 28th as previously promoted. For those who booked the tour, you will be receiving a refund. The CAMA conference organizers apologize for any inconvenience that this may have caused.

Instead, conference organizers are pleased to advise delegates that can book directly with Brewster Sightseeing Excursions for a daylong tour to Banff on May 28th. (See details below.) Brewster will be picking up interested parties at **8:20 a.m. from the Fairmont Palliser Hotel**. Please be prepared for departure 10 minutes prior. Ask the front desk or Concierge for the specific pickup location.

Information on the Brewster Beautiful Banff Excursion is as follows:

- Brewster - Beautiful Banff Excursion (including the Banff Gondola)
- Leaves from the Palliser at 8:20 a.m.
- Cost \$123.54 plus GST for adults or \$61.70 plus GST for children
- To book, delegates just need to telephone Brewster direct at 1-800-760-6934
- Website Address: <http://www.sightseeingtoursCanada.ca/details.aspx?ci=5289&p=Y>

This motorcoach excursion takes you along the Trans Canada Highway through Alberta's rolling cattle country into the majestic Rocky Mountain peaks surrounding Banff. Your travels include many scenic and historic highlights of the area, including Cave & Basin Historic Site, wind-shaped hoodoos, a panoramic view of the Bow Valley corridor from Tunnel Mountain, and a thrilling ride to the summit of Sulphur Mountain in a Banff Gondola car. Prior to returning to your Calgary hotel, there is an allotted dinner break in downtown Banff (dinner not included).

Board News

- The next CAMA board meeting will take place at the CAMA Conference in Calgary, AB on May 27th. Following the CAMA annual general meeting, scheduled for 8:15 a.m. on May 30th, the new board of directors will hold their first meeting at 4:30 p.m. the same day.

Managers as Teachers – ICMA Advisory Board

The International City/County Management Association (ICMA) is interested in adding a Canadian member(s) to its Advisory Board on Graduate Education (ABGE). While there does not appear to be any formal structure in Canada that encourages municipal managers to participate as “teachers” in graduate public administration programs, there are numerous examples of individual managers who deliver courses or who participate as guest lecturers in various public administration and management courses in Canadian educational institutions. The apparent gap in formal structure may be narrowed by participation on the ICMA Advisory Board.

ICMA has a long history of dialogue with the academic community through various member committees and task forces, each of which has worked cooperatively with a task force of professors appointed by NASPAA (the National Association of Schools of Public Affairs and Administration). The purpose of this dialogue and liaison is to improve the educational preparation of the next generation of local government managers.

For more information check out the website:

<http://icma.org/main/bc.asp?ssid1=2368&ssid3=2368&from=search&hsid=9&bcid=521>

If you are an ICMA member and interested in participating on this Board please let us know and we can put you in touch with the appropriate ICMA contact. You can contact us at admin@camacam.ca.



Member Profile

Réal Gervais est directeur général de la Municipalité d'Edmundston depuis 2000. Sa carrière de plus de 20 ans dans le secteur de l'éducation lui donne une solide expérience tant dans le système scolaire que collégial. Réal est détenteur d'un baccalauréat spécialisé en psychologie et d'une maîtrise en éducation. Depuis son arrivée à la barre de l'équipe municipale d'Edmundston, Réal Gervais a développé et implanté une variété d'initiatives d'implication citoyenne, qui ont été reconnues sur la scène nationale. Il est activement impliqué dans tous les efforts de développement économique à Edmundston.



Réal Gervais

CAO / directeur
général

City of Edmundston /
Ville de Edmundston

La Ville d'Edmundston, située dans le Nord-Ouest du Nouveau-Brunswick, à cheval sur les frontières du Québec et de l'État du Maine, est le plus grand centre de services au nord de la capitale provinciale de Frédéricton. L'économie d'Edmundston, quoique historiquement fondée sur la foresterie, connaît présentement un élan de diversification économique. Bien que le secteur manufacturier soit encore important, de nouvelles compagnies axées sur le savoir font désormais partie de la base économique. Edmundston, avec ses 17 000 citoyens à vaste majorité francophones, compte plusieurs sites touristiques importants, notamment le Jardin botanique du Nouveau-Brunswick, le Club de golf Fraser-Edmundston et la station de ski Mont Farlagne.

Avant d'accepter la direction générale de la Ville d'Edmundston, Réal était activement impliqué dans le marketing du réseau des Collèges communautaires du Nouveau-Brunswick dans le domaine de la coopération internationale. Réal a une grande expérience à l'international, et a dirigé des missions exploratoires pour le Collège communautaire du Nouveau-Brunswick en France, au Maroc, en Tunisie, sur les Îles Comores et sur la Côte d'Ivoire. Il a déjà présidé la Société des acadiens et acadiennes du Nouveau-Brunswick, où il a travaillé activement à la planification stratégique de cet important organisme.

En 1987, il était un de 225 Canadiens sélectionnés pour participer à la Conférence d'études canadiennes du Gouverneur général, un groupe de leaders réunis pour étudier en profondeur l'avenir du Canada. Plus récemment, Réal était nommé un des « Visages du progrès » au Canada Atlantique par le magazine économique *Progrès*.

Réal Gervais has been Edmundston's Chief Administrative Officer since 2000. He spent over 20 years in the education sector. Réal Gervais holds a Bachelors' degree in Psychology and a Masters in Education. Since his arrival at the head of the City, Réal has developed and implemented a wide variety of citizens' involvement initiatives, which have been recognized at the national level. He is actively involved in many economic development efforts in the City.

The City of Edmundston, located in Northwestern New Brunswick, on the Québec and Maine (USA) border, is the largest service centre north of Fredericton, the province's capital city. Edmundston's local economy, while historically based on the forestry industry, is on an active economic diversification path, and while the manufacturing sector is quite important, new knowledge industry based businesses are now an integral part of the city's business base. Edmundston has a population of 17 000 primarily French-speaking residents and is home to a number of important provincial touristic sites, namely the New Brunswick Botanical Garden, the Fraser-Edmundston Golf Club and the Mont Farlagne ski centre.

Prior to joining the City of Edmundston's management team, Réal was actively involved in marketing the New Brunswick Community College network of campuses towards international cooperation and new product development. Réal has an extensive international working experience, having led exploratory missions for the community college in France, Morocco, Tunisia, the Comoro Islands, and on the Ivory Coast. He is past chair of the *Société des acadiens et des acadiennes du Nouveau-Brunswick*, where he worked on the organization's strategic planning.

In 1987, he was one of 225 Canadians chosen to take part in the Governor General's Canadian Studies Conference, a select group of leaders brought together to study the future of Canada. More recently, Réal was named one of Atlantic Canada's "Faces of Progress" by *Progrès* magazine.



À son arrivée à la direction de la nouvelle ville fusionnée d'Edmundston, Réal a réactivé le processus de planification stratégique, cette fois avec une importante composante de participation citoyenne. Le très innovateur Carrefour des citoyens a ouvert le chemin à une nouvelle relation très dynamique entre les citoyens et l'hôtel de ville, qui s'est retrouvée au cœur d'un grand nombre de projet, notamment la revitalisation des rues principales et le projet d'un nouveau centre multifonctionnel qui sera situé entre le campus universitaire et l'école secondaire. À l'interne, Réal contribue activement au développement des employés, par l'implantation d'une nouvelle politique du service à la clientèle, un programme de reconnaissance des employés ainsi qu'un programme de formation continue pour le personnel municipal.

Réal s'est également engagé à « verdier » la ville, une initiative qui est grandement supportée par la présence d'Énergie Edmundston, une compagnie municipale d'hydroélectricité. (Edmundston est la seule au Nouveau-Brunswick à produire de l'électricité.) Par l'entremise d'Énergie Edmundston, la Municipalité étudie présentement le développement de parcs éoliens et explore des sources d'énergie alternative vertes pour le centre multifonctionnel.

Réal et sa famille demeurent à Edmundston. En plus de ses nombreuses activités professionnelles, Réal pratique activement le ski de fond en plus d'être un grand partisan de l'équipe de hockey de sa plus jeune fille.

Réal peut être contacté par l'entremise de son courriel à dg@edmundston.ca. Vous pouvez également visiter le site Web de la Municipalité au www.edmundston.ca.

**If you would like to be profile Wayne Knorr at wayne.knorr@fredericton.ca or CAMA Administration at the contact information at the end of this newsletter.*

Upon arriving at the helm of the newly amalgamated City of Edmundston, Réal reactivated a strategic planning initiative, with a distinct citizen involvement component. The City's innovative Citizens' Forum cleared the way for new and highly dynamic citizen participation in a number of projects, from Main Street revitalization projects, to the upcoming construction of a new multipurpose centre, built between the university campus and the high school. Internally, Réal actively contributes to staff development, with the implementation of a new customer service policy, a popular employee recognition program and on-going training program for all employees.

Réal is also committed to “the greening of the city”, an exciting and wide-spread project which is greatly enhanced by the presence of Edmundston Energy, our city-owned hydro company. (Edmundston is the only community in New Brunswick which produces its own electricity.) Through Edmundston Energy, Edmundston is currently looking towards developing wind energy and alternative energy sources for the multipurpose centre.

Réal and his family live in Edmundston. In addition to his professional activities, Réal is an avid cross country skier and a vocal cheerleader for his youngest daughter's hockey team.

Réal can be contacted by e-mail at dg@edmundston.ca. You can also visit the City of Edmundston Web site and www.edmundston.ca.

CAMA Awards Program

2006 CAMA Awards

The Red Valley Project: More Than Just a Road

Congratulations to the City of Hamilton on their nomination for the 2006 CAMA Environmental Award in the category of municipalities with a population over 20,000 for their project entitled *The Red Valley Project: More Than Just a Road*.



The City of Hamilton is nearing completion of the longest, continuous urban creek restoration project in North America. Over 5 kms of the 7 km natural channel design is complete and water is flowing with fish migrating to reaches not achieved for almost 40 years. This work is part of a larger, more complex and controversial undertaking known as the Red Hill Valley Project (www.hamilton.ca/rhvp).

Creation of a high quality fish habitat is inherent in the natural channel design restoration approach the City is taking. In systems such as Red Hill Creek, where conditions continue to degrade due to urbanization, the City's natural channel construction also increases the quantity of fish habitat available to the local fish community. If left alone, the creek would continue to annually deposit 2,100 tonnes of sediment into Hamilton Harbour and widen to two to three times its present width over a thirty-year period.

Demand for this restoration work has grown over the last fifteen years and will continue as fishery agencies press for this approach. Red Hill may well become the benchmark for urban stream restoration efforts worldwide. To date, several delegations from as far away as China have met with project staff to understand the art and science behind this work.

The protection of fish habitat is regulated through federal legislation, and an authorization from the Department of Fisheries and Oceans (DFO) under the Fisheries Act is required before undertaking any activity which is harmful to fish habitat. Background studies indicate that Red Hill Creek provides habitat for several fish species, including some which spawn in the Creek but inhabit Hamilton Harbour and/or Lake Ontario at other times. Although most of these species are neither sport nor commercial fishes, they are an important component of the Red Hill Creek ecosystem.

Possibly the most overlooked benefit of natural channel design is its strong long-term financial prospects. Over the past ten years, the City has spent in excess of \$750,000 repairing erosion damage to a municipal golf course and regional trunk sewer. In both cases, failed engineering standards of the day caused significant bank erosion to occur. Fortunately, the damage was addressed in time so that only a minor cumulative impact was experienced. Had the failure been more severe, the cost both financial and environmental (i.e., trunk sewer rupture) would have been much higher.

The City is committed to monitoring the effectiveness of the restored creek system for 10 years. In most instances where natural channel work has been undertaken, failures usually appear within the first two years of operation. For the 5 kilometers of creek constructed so far and the more than 50 in-stream structures already built, only 6 require adjustment. This is noteworthy in light of the major storms Hamilton has experienced in the last 8 months (both were greater than 1 in 25 year events). Once stabilized, the creek should require little maintenance except the removal of debris (i.e., shopping carts, etc.), which from time to time get thrown in the creek and get caught in passage ways beneath bridges.

With the possible exception of the fixed link between New Brunswick and Prince Edward Island, there has been no other project in Canada subject to as much environmental review and scrutiny. In the end the environmental achievements will serve as a benchmark for others to strive for when working in complex ecological areas.

Membership Notes

- On behalf of the CAMA Board of Directors, we would like to welcome the following new members:
 - Ken Lerner, City Manager, City of Cote Saint-Luc, Québec
 - Carole Michelin, Directrice Générale Adjointe et Trésorière, Ville de Montréal-Est, Québec
 - Bill Walker, Protective Services Director, City of Grande Prairie, Alberta
 - Jim Green, Chief Administrative Officer, The District Municipality of Muskoka, Ontario
- To have a job posting appear in CAMA's job broadcast, and on our website, the cost is \$100 for members, and \$200 for non-members. For more information, or to have your job listed, please email admin@camacam.ca.



The next CAMA e-Brief will be issued on Tuesday, May 22nd.
Look for the next Job Broadcast on Monday, May 14th.

To have an item included in e-Brief, please contact wayne.knorr@fredericton.ca.

To unsubscribe from this list, please reply to this email, or send an email to wayne.knorr@fredericton.ca,
Subject: UNSUBSCRIBE.



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