



### FCM President Visits CAMA National Office



CAMA has identified working closer with FCM as one of its strategic priorities and in addition to working closely with Brock Carleton (FCM CEO) at the staff level, CAMA President, Mr. Chris MacPherson also took some time to meet with FCM's President, His Worship Mayor Basil Stewart on building our partnership.

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## CAMA Board Update

### Board of Directors meet in Stratford, Ontario

It was a full agenda at the CAMA Board meeting held in Stratford, ON from September 9-11, 2009, with many topics being discussed. The following will provide a summary of the meeting.

The following Board members were in attendance: Chris MacPherson, President/Representative for New Brunswick; Jacques DesOrmeaux, First Vice-President/Director-at-Large; Ron Penney, Treasurer/Representative for Newfoundland and Labrador; Kelly Daniels, Representative for British Columbia and Yukon; Ron Shaw, Director-at-Large; Jean Savard, Representative for Québec; Robert Hughes, Representative for Nova Scotia and Prince Edward Island; Bill Holtby, Representative for Alberta and the Northwest Territories; and, Patrick Moyle, Representative for Ontario.



## Board Portfolios

The Board portfolios that were assigned to Board members at the June 2009 Board meeting are outlined in the table below for the information of the CAMA membership.

Portfolio	Board Member
Membership Services	Jean Savard
Literacy Program	Bill Holtby
Newsletter/Communications	Jim Toye
Annual Conference 2010	Ron Shaw/Patrick Moyle
Annual Conference 2011	Jacques DesOrmeaux
Conference Program	Chris MacPherson
Professional Development	Robert Hughes
Fiscal Performance	Jacques DesOrmeaux
Service Contract	CAMA Executive
External Relations	Kelly Daniels
Bylaw/Constitution	Owen Tobert
Awards Program	Ron Shaw

## Communications/Website

As you are aware, as part of its strategic planning efforts, CAMA recently conducted a communications audit which included the development of a communications plan, a brand new tradeshow booth, an online membership database and a new website. Please watch for the new website to be launched later this month. This website is fully bilingual, is W3C compliant, has features such as RSS and Share and has been streamlined with the inclusion of site map for easier navigation. An events calendar will also be added in the future to allow members to post their own events.

## 2009 Conference

Jennifer Goodine, CAMA National Office, presented a report concerning the 2009 CAMA Conference held in Whistler from June 1-3, 2009. The event was a success and reported a surplus of \$28,314.20. The Board commended the Resort Municipality of Whistler for a job well done and for being excellent ambassadors for CAMA.

A final report was also received from Rose Fernandes, Partnership and Exhibitor Coordinator, concerning the CAMA Conference exhibitors and sponsors. This aspect of the 2009 Conference was also successful and planning is already underway for the 2010 event.

Ms. Goodine presented a summary of delegate and sponsor/exhibitor evaluations from the conference. Both parties indicated they were extremely satisfied with the Conference. Recommendations for future years included several suggestions for topics and speakers with shorter sessions which have been taken into consideration in the planning for next year.

## 2010 Conference

The Board received a presentation about the 2010 Conference planned for Toronto, ON (May 31<sup>st</sup> to June 2, 2010) from Ms. Kathleen Bartha and Ms. Barbara Sullivan, both from the City of Toronto. Planning is going well for the event. The theme for the conference will be "Seizing Opportunities – Action through Leadership". A Program Sub-Committee led by President MacPherson and Committee members (Ron Shaw, Ron Penney, Kelly Daniels, Robert Hughes and Patrick Moyle) was struck in June 2009 with the program being finalized in the next couple of months.



For further information and to book your hotel accommodations at the Fairmount Royal York, please visit the CAMA website at: <http://www.camacam.ca/index.php?q=node/230>.

## **2011 Conference**

The Regional Municipality of Halifax is on board for the planning of the 2011 Conference and will be taking part in the Toronto Conference.

## **2012 Conference**

The contracts have been executed with the Teachers Credit Union Place and the Hilton Garden Hotel for the 2012 CAMA Conference in Saskatoon.

## **Literacy**

The Board considered the Status Report for the Literacy and Essential Skills in Municipal Workplaces Project, prepared by Pat Nutter. Mr. Holtby indicated that this particular project has been extended until March 31, 2010.

## **Treasurer's Report**

The Board considered the Financial Statements for the period April 1, 2009 to July 31, 2009 for CAMA and the Literacy Program. A total surplus as at July 31, 2009 was reported to be \$132,147.94 for the above-noted period and an accumulated total surplus of \$318,969.68 from the previous year. The Treasurer confirmed a surplus of \$28,314.20 for the 2009 CAMA Conference.

## **Professional Development Grant Program**

The Professional Development Grants Program for 2009-2010 was launched at the June 3<sup>rd</sup>, 2009 Annual General Meeting. Mr. Robert Hughes, Chairman, noted that four grant applications had been received for events proposed for the period September 2009 to March 2010. All four submissions were accepted and all candidates will now be contacted.

## **CAMA National Office**

As of August 2009 there were 403 CAMA members. As for recruiting new members, kits are sent out regularly. As a follow-up to a survey completed by Chris MacPherson last summer with respect to joint memberships with provincial associations, the Board decided to pursue this opportunity and will be discussing the details with the other associations.

## **International Efforts**

CAMA's participation in the hosting of a reception with other international municipal government manager associations on September 14<sup>th</sup>, 2009 at the ICMA Conference taking place in Montreal, Quebec was a huge success with over 100 people in attendance. The Canadian Dinner that was held later that evening also saw over 80 individuals take part.



Kelly Daniels, External Relations Chair, has been expanding CAMA's role and service to our members in the area of International/External Relations by partnering/supporting FCM in their International Municipal Partnerships Program by developing a service to (a) provide retired CAMA members for specialized medium to long term assignments and (b) provide CAMA members to work on the development of national associations for municipal administrators as required. More detailed information will be sent to the membership in the future on these opportunities.

### **New Member Services**

Several new member services are being explored and will be introduced over the next few months. Specifically, CAMA has entered into an agreement with CivicJobs.ca who operates Canada's largest municipal job board at [www.civicinfo.bc.ca](http://www.civicinfo.bc.ca) which will increase the visibility of CAMA's current bi-weekly Jobscene Broadcast. An awards database will also be completed outlining members' best practices in their municipalities. Samples of policies and procedures will also be posted to the Members Section of the website.

### **Future Board Meetings**

The next CAMA Board meeting will be held in Ottawa from November 25-27, 2009. The March 2010 Board meeting will take place in Toronto from March 3-5, 2010.

## **Professional Development**

### **The Facilitative Leader Session, November 30 to December 4, 2009 in Toronto**

Mr. Brock Carlton, CEO of the Federation of Canadian Municipalities, would like to invite all CAMA members to attend the Facilitative Leader Session – workshop for leaders in Canada's Public Sector. The firm, Roger Schwarz & Associates is conducting this session in Toronto November 30<sup>th</sup> to December 4<sup>th</sup>, 2009 and it is by invitation only. FCM is considering ways to support leadership development in municipal government and therefore those who get involved in this session may help FCM reflect further on what could be done to strengthen leadership in municipal government. Of course, this could be an interesting area of potential collaboration for FCM and CAMA.

There are only 24 spots. If you are interested, or have a suggestion regarding another senior manager to invite, please contact Mr. Brock Carlton at [bcarlton@fcm.ca](mailto:bcarlton@fcm.ca) and he will send them an invitation. The cost of the workshop is \$2,495.00 US and you can register by e-mail at [info@schwarzassociates.com](mailto:info@schwarzassociates.com) or by telephone at 919-932-3343.

### **Leveraging Technology for Community Development, October 5-7, 2009 Delta Beauséjour, Moncton, New Brunswick**

The Intelligent Communities Summit, "Leveraging Technology for Community Development," will bring together international leading-edge community, academics and private sector leaders to share best practices and engage participants to brainstorm next steps in leveraging technology for community development. These next steps will be designed to help businesses and communities weather economic storms, prosper and improve quality of life.



ICF Co-Founder **Robert Bell** will join New Brunswick Premier **Shawn Graham**, Canadian Wireless Telecom Association CEO **Bernard Lord**, and Innovation America CEO **Richard Bendis** as featured speakers. The challenges of the current global economy and the ever-developing spread of information via DSL, cable, satellite and wireless re-enforce the fact that no community can sit on its laurels and function in isolation. Effective intelligent community agendas cannot be driven by local government alone but instead require a true multi-level collaborative approach.

Over the past 20 years, Moncton transformed its blue-collar economy with an uncertain future into one of the most diversified and fastest growing metropolitan centers in Canada. This successful transformation is anchored by the City's focus on the broadband economy, and how all stakeholders have collaborated to leverage technology for the good of the community. Come and learn how this community as well as many others have leveraged technology for community development.

For more information on Moncton and its Intelligent Communities Summit, visit the ICS website at <http://iMoncton.net>

## Membership News

### Profile: Meet Bill Holtby- New CAMA Board Member



This biography of Bill Holtby concludes the coverage of new CAMA Board members in CAMA e-Brief.

City of St. Albert City Manager, Bill Holtby was elected to the CAMA Board of Directors in June 2009 and will serve as the representative for Alberta and the Northwest Territories. In addition to serving the interests of municipal administrators in his region, Holtby will also be the board representative responsible for CAMA's workplace literacy and learning efforts across the country.

Bill Holtby has over 35 years experience in municipal government. During high school, he taught youth athletic programs and then worked for a year as a parks labourer before entering university. While attending university, he spent his summers working in the parks program for the City of Edmonton, AB. Upon graduation from university in 1980, he became the parks arena manager for Spruce Grove, AB.

During his 10-year career with Spruce Grove, he worked in various other areas of municipal administration, including terms as City Clerk, Human Resources Director, Recreation Director and Community Services Director. He then became Community Services Director for St. Albert, AB. After eight years in this position, Bill had protective services added to his portfolio and his title was changed to General Manager of the Community and Protective Services Division. In 2002, Holtby became City Manager for St. Albert.

Bill is married with three adult children and one grandchild. He serves on a number of professional and volunteer boards and committees, and is also an active volunteer in the community.



## Local Government “Eye”

*Innovation in the Web 2.0 World*

*LGi is a new monthly article featuring  
some of the latest innovation in*

*municipal public engagement for the Web 2.0 world.*

### To copyright or not to copyright? Open Data @ Municipal Level

*Municipalities are re-examining copyright options*

It has become so omnipresent it is often forgotten. Attached to almost every form of published communication, media or dataset is the *copyright* symbol.

For many individuals, this symbol protects their work from being altered, copied, redistributed, or resold without their express permission. Such practices have become an industry standard for anyone who publishes work into the public sphere, including local government. While choosing to copyright a piece of work remains the discretion of the individual owner, a number of issues have emerged particular to copyright of digital media.

Despite industry practices to protect the integrity of published media, there are a number of reasons to challenge traditional copyright standards, especially within the context of governance in the digital age. For instance, many of the best copyright practices can simultaneously serve as barriers to civic communication and participation. When media or data are copyrighted with “all rights reserved” the public is restricted in its ability to use, alter or reproduce for the benefit of the community. This is why new copyright and licensing practices have recently emerged to address this issue.

### Municipal Open Data Spotlight: District of Columbia “Apps for Democracy” Contest

In October 2008, Washington DC’s municipal government launched a contest challenging the tech community to use recently released government data to create computer programs designed to enhance civic life. A single prize of \$50 000 (US) was offered and a thirty day deadline was set. The response was overwhelming, and a total of 47 computer applications were submitted.

DC’s Chief Technology Officer estimated that the cost of having government develop these applications would have exceeded \$2-million (US) and required up to two years between contracting, procurement and development. Instead, a contest lasting only thirty days and a prize of \$50 000 (US) was all it took to spur the development of a wide range of applications designed to enhance civic life in DC. Since then, the municipality has published a catalogue that includes 325 datasets while also posting the web applications developed by its very own tech community. A second contest was launched in May and received 311 applications. Today, anyone can access real time, useful civic information due to this innovative public initiative. For more information, visit: <http://dps.dc.gov/>

#### *Some Top DC “Apps”:*







1. Park-it DC : Allows users to find real-time parking information, any street, anywhere, anytime.
2. Crime Incidents: Easily navigable, real-time crime incidence data.
3. DC Historic Tours: Custom walking tour creator using Flickr and Google Earth
4. CityWide Calendar: Find Events in DC & Customize a personal community calendar
5. PermitAPP: Interactive permit application, from building, business, concert, parking and more.



Governments are starting to recognize the potential in sharing its data with the public in order to spur enhanced communication, innovation and development. Data is being “opened up” at all levels to promote public analysis and usage, thus “democratizing” data and increasing government transparency.

Unfortunately, there is a frequent misconception that “open data” and “open media” means the outright removal of copyright. This is not true, since “open data” and “open media” do not work outside copyright law, but within it. The non-profit group *Creative Commons* has developed several new copyright licences that set the parameters as to how data or media can be adapted, shared, and distributed. These licences are now recognized by both international and Canadian copyright law and have been gaining both popularity and credibility worldwide. Today there are nearly 140 million Creative Commons licensed works on the internet driving awareness, participation and innovation throughout the world.

*Now just imagine the possibilities in your municipality! See which “Creative Commons” licences might apply to your municipality’s data & media in order to catalyze civic participation & innovation:*

Creative Commons Licences, from <a href="http://www.creativecommons.org">www.creativecommons.org</a>	
Logo	Type/Description
	<b>Attribution:</b> This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered, in terms of what others can do with your works licensed under Attribution.
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	<b>Attribution Non Commercial:</b> This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.
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For more information, go to: [www.creativecommons.org](http://www.creativecommons.org).



## CAMA Awards

### CAMA Awards of Excellence

CAMA is pleased to recognize the best in municipal administration from across the country by profiling the nominees and winners from the 2009 Awards program. The previous five issues celebrated the winners, but now it is time to share what the other nominees had to offer.

### The City of Edmonton: Social Enterprise Fund—An innovative financing tool

#### Nominee: Willis Award for Innovation

*The Willis Award for Innovation, awarded in recognition of Jack Willis for his contribution to the CAMA, is presented for programs, projects or services that demonstrate exceptional innovation or meritorious initiative.*

The City of Edmonton is the first municipality in Canada to create its own Social Enterprise Fund, a new, innovative multi-million dollar fund to finance and assist the development of socially beneficial projects. The fund supports social enterprise that combine a social mission with a business model in order to provide a social good to the community along with valuable community benefits, such as the provision of jobs for unemployed, underemployed or disadvantaged members of the community, and the development of affordable housing.

The fund is an exemplary showcase of community collaboration between the City of Edmonton, the Edmonton Community Foundation and United Way Alberta Capital Region. Over the next five years the Social Enterprise Fund hopes to attract \$10.5 million in capital to invest in social enterprise and affordable housing projects. Within its first year of operation, the Fund has loaned nearly two million dollars to community organizations to support the acquisition of supportive seniors housing, while also constructing a new children's mental health facility.

CAMA wishes to congratulate the City of Edmonton for its bold steps in a new and innovative direction and looks forward to further updates on the impact of this program.

### Workplace Literacy & Learning Awards

The Canadian Association of Municipal Administrators congratulates the 2009 recipients and nominees for the Community Leadership Awards for Municipal Workplace Literacy & Learning Achievements. After featuring award winners over the past five weeks, it is time to share some exciting details on other nominees.



Edmonton's own *Social Enterprise Fund* is the first of its kind in Canada. Find out more by visiting [socialenterprisefund.ca](http://socialenterprisefund.ca).



**City of Powell River, BC: O.R.C.A. Bus Project—*On the Road with Children's Activities***  
**Nominee: Recognition of educators, practitioners and organizations category**



CAMA is pleased to recognize the City of Powell River, BC for its efforts in promoting literacy using a novel concept. Reading hits the road on a forty foot long “whale” bus, and it has made a huge splash in the community. The ORCA (On the Road with Children’s Activities) Bus brings literacy directly to children’s doorsteps in efforts to foster a love of reading throughout the community.

The ORCA Bus is a collaborative project between the City of Powell River, the Powell River Educational Services Society, Plutonic Power Corporation, School District #47 (Powell River), and the United Way of Powell River. The refurbished school bus features a unique learn & play area and is stocked with learning and literacy materials for the whole family.

A “killer” idea: The ORCA bus, roughly the length of a killer whale brings literacy and fun directly to children’s doorsteps!

Designed to provide comfortable learning in an informal setting, the project provides an empowering environment for

families. The bus is an important link given the isolation of surrounding communities, touring to rural and remote locations throughout the region. This innovative project makes CAMA proud to recognize the City of Powell River for its nomination as a leader in Literacy and Learning.

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 e-mail [admin@camacam.ca](mailto:admin@camacam.ca).

**CAMA e-Brief is published every two weeks. Watch for the next issue on:**

**Week of September 28, 2009**

To view the last CAMA e-Brief, visit:  
[http://www.camacam.ca/about\\_ebrief.asp](http://www.camacam.ca/about_ebrief.asp).

Job Broadcast is also distributed every two weeks. The next issue will appear:

Week of September 21, 2009

To view the last Job Broadcast listing, log on to:  
[http://www.camacam.ca/about\\_job.asp](http://www.camacam.ca/about_job.asp).

To have an item included in e-Brief, please contact [tim.ross@fredericton.ca](mailto:tim.ross@fredericton.ca) / To unsubscribe from this list, Simply reply to this email, or send an email to [tim.ross@fredericton.ca](mailto:tim.ross@fredericton.ca), Subject: UNSUBSCRIBE.

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