



## 1990s – BIG IDEAS

The 1990s was full of big ideas, big innovation, big adjustments, and big decisions - not only for CAMA but for the entire country. It was a revolutionary decade for technology and communication and for the advancement of women in local government.

The decade was not without its challenges, however. The early 90s left Canada picking up following a recession, which translated into provinces and municipalities having to adjust their spending as well.

And despite some difficult times for CAMA both financially and operationally, the Association came out of those years renewed and revitalized.

Two years before Canada got its first female Prime Minister in Kim Campbell, CAMA welcomed Winnipeg's Lea Frame as our first female Board President in 1991. At that time, CAMA was affiliated with the Canadian Municipal Personnel Association, and as president of that association, Ms. Frame served as a designate on the CAMA Board.

Lea Frame serves a pivotal role in CAMA's history, and only two more women have gone on to become President of the Board of Directors. Her involvement with the Association was only the beginning of a larger conversation that CAMA would be part of to encourage more women into management roles in municipal government.

“I enjoyed my affiliation with CAMA and was truly honored to be President for a term. It was interesting to see how much in common Canadian municipalities have, large and small, and to share ideas. Municipal Administration is a challenging but unappreciated field, and CAMA provides valuable opportunities to network. Looking at today's website, I see the Association has made great strides in the last few years, and I wish everyone involved continued success.”

**LEA FRAME, WINNIPEG, MB**  
CAMA PRESIDENT, 1991-1992

CAMA ACAM



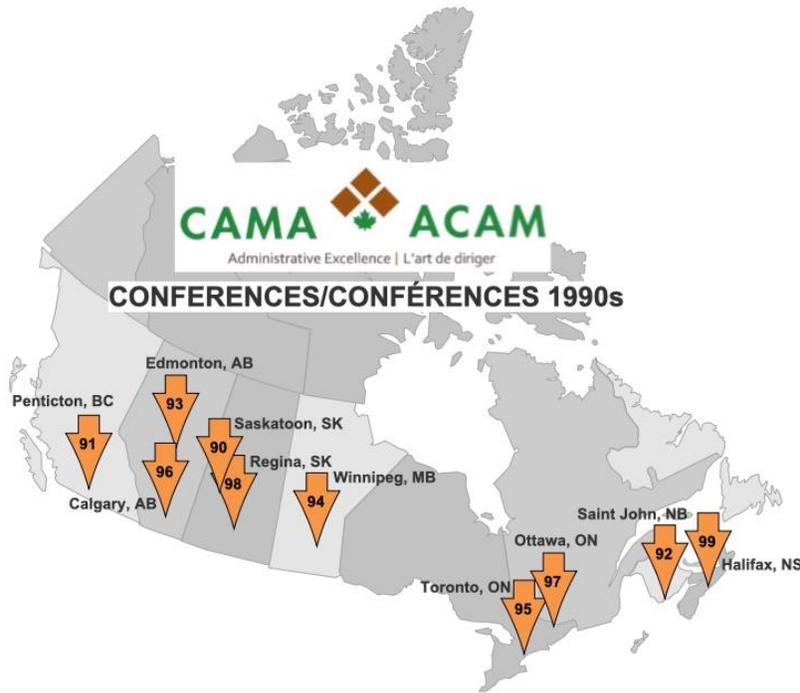
There were nine Presidents over the decade, with Al Strang from Moncton serving two consecutive years, due to the incoming president becoming ill. Four of the Presidents during the 1990s have become CAMA Honourary Life Members – the late John Robison, Cecil Vincent, Duncan Campbell, and Doug Lychak.

1990	Wayne Baldwin, White Rock, BC
1991	Lea Frame, Winnipeg, MB
1992	John Robison, Fredericton, NB
1992	Mike Boggs, Niagara, ON
1994	Cecil Vincent, Cornwall, ON
1995	Duncan Campbell, Mount Royal, PQ
1996	Doug Lychak, Surrey, BC
1997	Rick Frost, Winnipeg, MB
1998	Al Strang, Moncton, NB
1999	Al Strang, Moncton, NB



**Featured above is Lea Frame, CAMA's first female President in 1991 and CAMA Board Member John Ernest "Jack" Willis. CAMA's Willis Award for Innovation (as part of the Awards of Excellence Program) is named in his honour.**

In the graphic below, you can see the locations of our conferences of the 1990s, with numbers indicating the year that they took place. The 1991 conference was held in Penticton, BC, and it was the last year that CAMA held the annual conference independent from FCM. From 1992 to present, CAMA has hosted the annual conference in the same location, or in close proximity, to the FCM conference.



Before the Internet even existed, CAMA prided itself on strong communication and networking with its membership. In 1993, an information package was sent to each member, with a letter from the president, an activity update, a copy of the membership directory, the constitution and bylaws, the corporate plan, and a membership application for a colleague. It was far more cost effective those days however, since the price of an individual stamp was only 43 cents, compared to \$1.07 today!

Over the course of the decade, CAMA was involved with a joint FCM/CAMA Task Force on Local Government. Officially endorsed in 1993, the task force grew out of CAMA's initiative to build a dialogue on local government in Canada. The first think tank was held in January 1993, and again in May 1993. In June 1994, a joint workshop was attended by over 100 people.

### **Highlights**

Here are some more highlights from the 1990s, and important decade in CAMA's history:

- At the 1993 Annual Conference in Edmonton, AB, a \$5,000 fur coat was given away as a door prize. Sponsored by the Government of the Northwest Territories, conference delegates also received CAMA licence plates with polar bears on them!
- In 1995, the Municipal Information Systems Association, partnered with CAMA and FCM to host a conference about electronic records, communications, and networks. This was the Association's first foray into becoming a digital organization.
- In 1995, the PEI delegation transitioned its board representation from New Brunswick to Nova Scotia, which remains today.
- 1995-1996 – Goals of the organization were to decrease deficit and increase membership. Improved communications and move toward electronic communications away from mailed materials. A successful membership campaign increased the number of CAMA members to 300 in 1996.
- A new logo was adopted in 1996, the same one we use today.



- Pat Nutter introduced CAMA to the Literacy Program.
- In September 1997, the management of CAMA transitioned to the Willow Group.
- CAMA's first (and still existing) website went live in the Fall of 1997 and was sponsored by Investor's Group.
- While some initiatives ceased, including the official newsletter, other programs grew, including the CAMA Awards Program, which adopted a new submission structure in 1997.
- A new Code of Conduct was adopted, and members received a Certificate of Code of Conduct.
- In 1998, CAMA forged a new partnership with New Zealand, through a Liaison Program with SOLGM (now called Taituarā - Local Government Professionals Aotearoa)
- By June 1999, CAMA had officially erased its debt.
- The 1999 Conference in Halifax had 138 delegates and 59 partners, and generated \$85,000 in sponsorships.