

37th **CAMA** Conference
Canadian Association of Municipal Administrators

Québec, May 26-28

Hilton Québec



"Preserving our Legacy"

QUÉBEC 1608-2008

Delegate's Program



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PRESERVING OUR PAST TO BUILD OUR FUTURE

It is with great pride that I associate myself to the 37th Annual Conference of the Canadian Association of Municipal Administrators, a not-to-be-missed event for municipal managers across Canada. As we are celebrating this year, the 400th anniversary of the founding of Québec City, the theme of the conference reminds us of the importance of caring

for our heritage as a mean to preserve our collective memory for the benefit of future generations. Remembering the past and looking to the future, we must build according to sustainable development principles and thus ensure that our municipalities offer quality living environments for all citizens.

I wish you a successful 2008 conference!



Nathalie Normandeau
Deputy Premier
Minister of Municipal Affairs and Regions



MESSAGE FROM THE MAYOR OF QUÉBEC CITY

I would like to give the warmest of welcomes to all the members of the Canadian Association of Municipal Administrators who have come to Québec City for their 37th Annual Meeting. The meeting's theme, "Preserving Our Heritage," seems particularly appropriate for Québec City.

In fact, Québec City is already an expert in this field, with outstanding examples that it will be our pleasure to show you, and we will be pleased to have the benefit of your own experience and expertise.

I hope you have a worthwhile meeting and an enjoyable stay in our city, which, I'm sure I don't have to remind you, this year is celebrating the 400th anniversary of its foundation.

Have a great annual meeting!



Régis Labeaume
Mayor of Québec City



Fellow CAMA Members and Special Guests,

What a setting for our 37th Conference and Annual General Meeting! Congratulations to Québec City on this special 400th anniversary and thank you for welcoming us to your wonderful City.

"Preserving our Legacy" was a natural choice for a theme based on our setting and with a combination of sessions ranging from leadership to the preservation of heritage, you are sure to be intrigued by what our speakers have to say. We also hope that you enjoy the study tours as they will naturally complement the keynote sessions.

Our sponsors are an integral part of our conference and I want to thank them for their continuing support. Take some time to also visit the trade show area and meet with our exhibitors who offer a wide arrange of products.

Thank you to the Québec Organizing Team and our staff for their great work in organizing this event. Have a great conference!

Barry Carroll
Président



I am pleased to welcome you to beautiful Québec City, which this year is celebrating the 400th anniversary of its founding. This milestone makes us aware of the efforts of those who came before us to ensure the long-term viability of our urban environment.

Our role as municipal administrator is to preserve these achievements in the areas of both land-use planning and the environment so that future generations can take full advantage of them in a context in which our towns and cities continue to operate efficiently while meeting the increasingly diverse needs of their residents.

Best wishes for a successful conference.

Sincerely,

Alain Marcoux
City Manager
Québec City



Sunday, May 25

2:00 p.m. to 7:00 p.m.

Registration
Foyer - first floor

Monday, May 26

Pre-Conference Day
Activities provided for delegates and partners

6:00 a.m. to 3:00 p.m.

Golf tournament - Le Montmorency Club
Shotgun start format
Departure from Lobby

The Le Montmorency golf club is only a few minutes from downtown Québec City, close to the famous Montmorency Falls. The river of the same name bisects the course from north to south, thus creating a natural division between the first nine holes and the second set.

Noon to 8:00 p.m.

Registration
Foyer - first floor

1:30 p.m. to 4:00 p.m.

**Professional development workshop given
by Ms. Felicia Logan, ICMA Director**
" Managing Change - New Approaches and Leadership Skills "
Beauport Room - second floor



Modern technology has given us access to billions of facts and figures. What we need now is the ability to synthesize the information, and put it into context for people. In this highly interactive and unique workshop participants will learn about the work of Daniel Pink in *Whole New Mind* and how to acquire language and examples to address situations from a conceptual rather than a literal point of view. You will be challenged to think in new ways while learning about the importance of design, story, symphony, empathy, play, and meaning as key skills in today's working environment.

In addition to Pink, the principles and practices of Ben and Rosamund Zander, authors of the book, *The Art of Possibility*, will be presented. The ideas and exercises in this workshop will enhance your skills in personal coaching and mentoring, team leadership, and empowerment. Partners are also welcome to attend.

Monday (continued)

7:00 p.m. to 10:00 p.m.

Welcome Reception

sponsored by AON Consulting

Portes Kent and Saint-Louis Room - first floor

10:00 p.m to midnight

Hospitality Suite

sponsored by Canada Lands Company

Portneuf-Sainte-Foy Room - first floor

Tuesday, May 27

7:00 a.m. to 4:00 p.m.

Registration

Foyer - first floor

7:30 a.m. to 8:45 a.m.

Breakfast

sponsored by CN

Porte du Palais Room - first floor

8:00 a.m. to 8:30 a.m.

Presentation by Mr. David Mendel

" Québec : World Heritage City "

Porte du Palais Room - first floor



With its fortification walls, narrow winding streets and historic buildings, Québec is renowned for its beauty and history. In 1985, Québec became the first city on the continent to be placed on the World Heritage List of UNESCO. Besieged six times in its history, Québec was finally conquered by the English in the Battle of the Plains of Abraham in 1759. Capital of New France, then capital of British North America, Québec is, today, the heart of French culture in North America. This presentation, which provides a colorful and entertaining introduction to the city's dramatic history, is richly illustrated with historic maps, illustrations and photographs.

8:45 a.m. to 9:15 a.m.

Conference Opening Ceremonies

Porte du Palais Room - first floor

Tuesday (continued)

9:15 a.m. to 10:30 a.m.

Keynote Speaker

Professor David Johnston, President of the University of Waterloo (Ontario)

" Leadership and the Transmission of Essential Values "

Porte du Palais Room - first floor



The legacy of strong public leadership is the building of better communities. David Johnston, President of the University of Waterloo, will give you a taste of "what's in the water in Waterloo" as he describes the benefits of collaboration between local governments, academia, and the business world.

Mr. Johnston will outline the virtuous circle of community and university building that has taken place in the cities of Cambridge, Waterloo, Kitchener and Stratford through their strategic academic partnerships. In every initiative, strong local leadership has been the catalyst for creating exciting new opportunities to serve the public good.

Mr. Johnston will show how any community can successfully adapt the "Waterloo Way."

10:30 a.m. to 11:00 a.m.

Trade Show refreshment break

sponsored by Ameresco

Portes Kent and Saint-Louis Room - first floor

11:00 a.m. to noon

Presentation by Mr. Réjean Lemoine, historian and urban radio chronicler (first French channel) for Radio-Canada (Québec)

" Challenges to and restrictions on a heritage town "

Porte du Palais Room - first floor



The challenges of a world heritage site are numerous. An important Canadian tourist destination, Québec City must be welcoming and sensitive to its historical appearance while at the same time promoting its rich heritage. However, its citizens must also continue to live interesting lives there. Subjects such as lodging, commercial services, quality of life, and the harmonious development of the surroundings raise all sorts of questions and issues. Examination of some of the major problems of the last few years and the solutions that were developed to find a balance between the needs of different groups. Original point of view.

Tuesday (continued)

Noon to 1:15 p.m.

Community Leadership Awards Luncheon

Porte du Palais Room - first floor

1:15 p.m to 1:45 p.m.

Dessert and coffee at Trade Show

Portes Kent and Saint-Louis Room - first floor

2:00 p.m. to 4:30 p.m.

Presentation by Mr. Bob O'Neill, ICMA Executive Director and Ms. Felicia Logan, ICMA Director

" Raise Your Community to New Heights "

Porte du Palais Room - first floor



Join your colleagues for a thought provoking discussion of the professional manager's role in moving an organization from good to great. Using the concepts of Jim Collins in "Good to Great in the Social Sector", the monograph of his best seller Good to Great, this session will challenge participants to answer key questions such as "What is the legacy that I would like my organization to be known for? What core values are inherent in that legacy? What is the "flywheel" and who is responsible for turning it? Does the "stockdale paradox" fit my government experience? Find out what Collins means by these terms, and be prepared to be challenged in new ways. You'll be joining a learning community of managers who are committed to moving municipal government from good to great.

3:00 p.m. to 3:30 p.m.

Trade Show refreshment break

sponsored by Ameresco

Portes Kent and Saint-Louis Room - first floor

6:00 p.m. to 10:00 p.m.

" Québec " evening

Cocktails sponsored by Jardine Lloyd Thompson

Casual night sponsored by Desjardins Financial Security

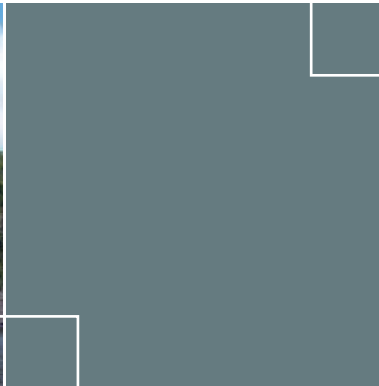
Departure from Lobby

10:00 p.m. to midnight

Hospitality Suite

sponsored by Insituform Technologies Ltd.

Portneuf-Sainte-Foy Room - first floor





Wednesday, May 28

7:00 a.m. to 2:30 p.m.

Registration

Foyer - first floor

7:30 a.m. to 8:15 a.m.

Breakfast

sponsored by RIM

Porte du Palais Room - first floor

8:15 a.m. to 9:30 a.m.

CAMA Annual General Meeting

Porte du Palais Room - first floor

9:30 a.m. to 10:30 a.m.

Presentation by Mr. Jean-Paul L'Allier, former mayor of Québec City and lawyer, Langlois, Kronström, Desjardins

" The importance of vision and political leadership in the preservation of a city's heritage "

Porte du Palais Room - first floor



To develop the municipal heritage and to promote and allow for harmonious development that will not inhibit investment in and the economic vitality of a city requires continuous political arbitration. To be on the lookout for the best achievements elsewhere in the world and to encourage different social, economic, and business partners to make sound and sustainable investments that contribute to the maintenance of the surroundings and their quality requires the constant attention of political decision-makers. Governments must be convinced to become partners in our vision of how to promote the heritage of our city and convince people of the importance of investing in it. These are the challenges facing all political decision-makers whose job is to manage a UNESCO world heritage site.

10:30 a.m. to 11:00 a.m.

Trade Show refreshment break

sponsored by Municipal Partnerships : Literacy and Learning

Portes Kent and Saint-Louis Room - first floor

Wednesday (continued)

11:00 a.m. to noon

Presentation by Mr. Christian Bourque, Vice-President of Research, Léger Marketing (an opinion polling company)

" *City managers, do you know what Canadians think?* "

Porte du Palais Room - first floor



What are the concerns of Canadians, and how do Canadians perceive certain realities in the areas of the economy, the environment, heritage, and politics.

Opinion surveys are very helpful tools that allow us to capture certain realities ranging from the very local to the national scale and have a positive influence on the ways in which issues are perceived. Municipal managers work with well-informed citizens who know what is going on in other parts of the world and have high expectations with regard to their local governments.

Noon to 1:15 p.m.

CAMA Awards of Excellence Luncheon

sponsored by Johnson Controls

Porte du Palais Room - first floor

1:15 p.m. to 2:00 p.m.

Trade Show Closing Ceremonies

Portes Kent and Saint-Louis Room - first floor

2:00 p.m. to 4:30 p.m

Study Tours *see details page 14

- Samuel-de Champlain promenade
- Nouvo Saint-Roch quarter
- St. Charles River promenade
- **Charlesbourg library (cancelled)**

Departure from Lobby

6:30 p.m. to 10:00 p.m.

Reception and President's Dinner

sponsored by SAP Canada Inc.

Portes du Palais and Kent Room - first floor

10:00 p.m. to midnight

Hospitality Suite

sponsored by Ray & Berndtson

Portneuf-Sainte-Foy Room - first floor



***Study Tours – details**

The Samuel-de Champlain promenade : an enduring heritage from Québec to its capital

"Redonner le fleuve aux Québécois." (*Giving the river back to the people of Québec*) was the mandate given in 2008 to the national capital commission of Québec City by the government of Québec, and it will be embodied in the Samuel-de Champlain promenade during the celebration of the 400th anniversary of Québec City. The commission has also undertaken to rehabilitate a stretch of almost 5 km along one of the most degraded sections of the river bank.

The revitalization of the Saint-Roch quarter : an outstanding renewal

A scant 15 years ago, Québec City's Saint-Roch quarter, once the city centre, was dying. Today it is undergoing an extraordinary renaissance. The revitalization strategy implemented more than 15 years ago is a testimony to exceptional leadership and vision. Today this *success story* is serving as an inspiration to numerous towns facing problems related to the decline of their older neighbourhoods. The efforts undertaken by the City of Québec opened the way to an original and inspiring initiative to rebuild the town.

The renaturalization of the banks of the St. Charles River : a remarkable example of rehabilitation in an urban environment

Since 1996, Québec City has been giving careful consideration to the situation of the St. Charles River. The result of this was a huge water purification project involving the construction of retention reservoirs and the renaturalization of the river's banks, which had been walled up in the 1970s. In 2007, the City undertook the last two phases of this work so that the people of Québec City could celebrate their 400th anniversary in 2008 along a natural river accessible to everyone.

The Charlesbourg library : a catalyst in the revitalization of the historic Trait-Carré arrondissement

The new Charlesbourg library, opened in 2004 in the heart of the Trait-Carré arrondissement, was designed to be a catalyst for the creation of a true civic centre and a catalyst for other interventions. Its roof garden is the largest in Québec and one of the largest in North America. Praised by Canadian Architect in 2004 before construction even began, the library's opening the popular success of the Charlesbourg library has exceeded all expectations.

