

RE: 1993 ANNUAL CONFERENCE OF THE CANADIAN ASSOCIATION
OF MUNICIPAL ADMINISTRATORS (CAMA) AND
THE FEDERATION OF CANADIAN MUNICIPALITIES (FCM)

Purpose: To advise Council of the CAMA Conference to be held concurrently
with the FCM Conference in Edmonton, Alberta.

RECOMMENDATION:

1. THAT the City Manager be authorized to attend the 1993 Annual Conference of the Canadian Association of Municipal Administrators to be followed by attendance at the Annual Conference of the Federation of Canadian Municipalities.

REPORT

For the first year since 1986, the CAMA and FCM Conferences are scheduled back to back in the same location. The CAMA Conference will be held from May 25 to May 28. A joint CAMA/FCM workshop will be held on May 28 with the FCM Conference being held from May 28 to May 31.

The joint conference workshop will explore Council-management Relationships in the 90's. The theme of the CAMA Conference is Mobilizing for Change in Municipal Management, while the FCM Conference will focus on the fundamental nature, processes and relationships characterizing local government today.

Attendance at the above proceedings will assist in understanding the rapidly changing relationships and responsibilities facing Canadian municipalities, and determining what is required when looking to the future in order to accommodate both continuity and change.

A copy of the CAMA Conference program is attached for the information of Council.

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ITEM

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MANAGER'S REPORT NO.

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COUNCIL MEETING 93/04/05

ATTACHMENTPreliminary Conference Program**Tuesday, May 25**

- 08:30 - 09:00 **Registration**
- 09:00 - 12:00 **CMPA Annual General Meeting**
- 09:00 - 12:00 **CAMA Board Meeting**
- 12:00 - 13:00 **Registration**
- 13:00 - 17:00 **Study Tours:** (see panel 4 for details)
 1) "Living on the Edge"
 2) Geographic Based Information System (GBIS)
 3) Street-scapes of Edmonton
 4) District Energy
- 12:00 - 16:00 **CAMA Board Meeting with Provincial and Territorial Associations**
- 16:00 - 19:00 **Registration**
- 18:00 - 20:00 **Opening Reception** - Edmonton City Hall - You will be welcomed to Edmonton in style!!

Wednesday, May 26

- 07:30 - 09:00 **Registration**
- 07:30 - 08:30 **Regional Breakfast Meetings**
- 08:30 - 09:00 **Opening Ceremonies**
- 09:00 - 10:00 **Opening Plenary**
 "Are you leading change or is change leading you?"
 Keynote Speaker: Ruben Nelson, President
 Square One Management, Canmore AB
Our keynote speaker is well-known for his ability to paint the emerging environment with a broad brush, motivating you to face and see opportunities in change.
- 10:00 - 11:30 **Breakout Sessions**
 "Ideas for Municipal Management: Are You Revolutionary, Evolutionary or a Functionary?"
The CAMA Board of Directors has initiated a national dialogue on the future of municipal management. Where do you wish to be and how will you get there? These are the questions in search of a response. The goal at these meetings is for each group to draw up its own version of the "Edmonton Manifesto".
- 11:30 - 12:30 **Plenary - Reports from Breakout Sessions**
 "With a vanguard and a manifesto, do we have a revolution?"
- 12:30 - 14:00 **DELEGATES LUNCH**
"Bill 51 - The Alberta Municipal Government Act: What are the Implications?"
Bill 51 proposes to empower rather than regulate municipal authority. Can enabling legislation provide the tools for local governments to act and respond effectively to changes in their environment?
- 14:00 - 15:00 **Plenary - "A Passion for Anonymity"**
It has been argued that local government managers often stay in the background and let elected officials accept the glory. Do you value your own work? Where do you derive satisfaction? What motivates you? Let's talk about it !!
- 5:00 - 17:00 **Annual Business Meeting and Elections**
The future vision of the profession and the association (your future!) will be the topic of discussion.
- 8:00 **FORT EDMONTON PARK** - Barbecue and Dance
Be prepared for some good ole Western hospitality!

Thursday, May 27

- 07:00 - 07:30 **Continental Breakfast**
- 07:30 - 08:30 **Clinics and Registration**
- 08:30 - 09:15 **Plenary "The Winds of Change in the USA"**
ICMA's "Dialogue on the Profession" is a response to the challenges and demands of change. What lessons can be learned by Canadian local government professionals?
- 09:15 - 10:30 **Plenary Panel "Business Excellence in the Public Sector: Fad or Fix?"**
It has been argued that efficiency in the public sector will become an indicator of well-being among countries the world over. Do Malcolm Baldrige companies have a message for local governments?
- 10:30 - 12:00 **CONCURRENT WORKSHOPS**
- 1. Empowering Citizens**
Local government is viewed as the order of government closest to the people. Yet, the "people" appear to view local government as just another stifling bureaucracy. Can citizen empowerment assist municipal managers by minimizing opposition to change through citizen participation?
 - 2. How to do More and Do it Better with Less !!**
The concept of public enterprise allows managers to recognize the assets of their local government and to use them in creating revenues, even profits, while serving the citizen.
 - 3. Community Policing: A Model for Service Delivery**
Community policing programs are an attempt at bringing police and the citizens closer together. Common objectives of this type of program include the reduction of crime in high risk areas, reduction of the fear of crime, and a reduction in community problems leading to crime. Can this model be applied to other areas of community service?
- 12:00 - 14:00 **ROYAL BANK AWARDS LUNCHEON**
- 14:00 - 15:30 **CONCURRENT WORKSHOPS**
- 4. Together We Are Stronger: Steps Toward a Multicultural Workforce**
Communities across Canada are becoming more culturally diverse. What are the challenges in developing a positive service and employment strategy so that municipalities can become truly representative? How can local government employees become more sensitive to diversity?
 - 5. "Do Unto Others": Managing with Integrity**
Behaving ethically in today's world is often perceived as synonymous with pain and self-sacrifice. A productive point of departure would be to define what is unethical as opposed to ethical behavior in municipal management.
 - 6. Citizen as Customer - Quality Service**
The objective is to provide the citizens of your community with the best service to be found. The cornerstone of a successful quality service organization is making customer satisfaction your primary objective.

15:30 - 16:30

Closing Plenary "Making a Difference: The Creative Manager"

Flexibility and imagination are essential when dealing with today's complex situations. Examine your perspective on problem solving and unleash the creative potential in your organization!

18:00

VISIT THE NORTH

Dinner and Entertainment

Our hosts from the North West Territories are promising an evening with a distinctly Northern flavour !!

Friday, May 28

08:00 - 16:00

Post-CAMA, Pre-FCM Conference Workshop

"Continuity and Change:

Exploring Council-Management Relationships in the 90s"

In a departure from previous years, CAMA is organizing an all-day workshop in cooperation with the Federation of Canadian Municipalities (FCM). Please see the attached brochure for agenda and registration information. (Separate Registration Fee)