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ACTIVITY / REPORT

les
amis de la
montagne

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LES AMIS DE LA MONTAGNE: WHO WE ARE

Samuel Montagné

Montréal is inseparable from Mount Royal. With its three summits, this iconic landmark we call “the mountain” spans some ten square kilometres. It is home to residential areas, several of Montréal’s founding institutions—hospitals, universities and religious organizations—vast cemeteries, neighbourhood parks and, spanning a grand 190-hectare public space at the heart of the city, the magnificent Mount Royal Park.

Since 1986, Les amis de la montagne has been the voice of the community in all matters related to the protection and enhancement of Mount Royal. In response to the growing pressures of urban densification and development on the mountain, our advocacy work with fellow citizens and public authorities led to the Québec government decree creating the Historic and Natural District of Mount Royal in 2005, and more recently, declaring it a heritage site. A large portion of the mountain has thus been protected and measures have been implemented to ensure careful redevelopment and improvement of the site and the buildings found there.

Thanks to the support of individuals, corporations and foundations in the fulfillment of its mission, Les amis de la montagne engages community members by the tens of thousands in the enjoyment and protection of Mount Royal through a wide range of environmental stewardship activities, educational and cultural programmes, outdoor activities, as well as public forums and other awareness-building initiatives.

In collaboration with a growing community of heritage- and environmentally-minded advocates dedicated to the care of the mountain, Les amis de la montagne endeavours to foster a culture of respect and responsible development of this exceptional resource.

MESSAGE FROM THE PRESIDENT



PETER A. HOWLETT, C.M.
President of the Board of Directors

"The outstanding contribution of our staff deserves special acknowledgment. This tight-knit core team of seasoned employees went beyond the call of duty to ensure the successful achievement of our goals during this year of change."

This year saw significant arrivals and departures in our leadership. Gabrielle Korn left Les amis de la montagne after twelve years of powerful, purposeful contributions. Her energy and dedication were remarkable and she left an enduring imprint on Les amis. Gabrielle was succeeded by H el ene Pana ioti who immediately imposed her own mark on the role of Director of Communication and Public Affairs. Very few organisations have had the good fortune to have such talented performers in their midst, let alone two in succession.

The most dramatic and important experience of the year, however, arose with the leave taken by Sylvie Guilbault, whose leadership and guidance have been so compelling for so long. Her projected absence was a great cause for concern made tolerable by her equanimity and composure in which she neither sought nor indulged sympathy.

The great good fortune of Les amis was the availability of Joanne Lalumi ere to stand in for her good friend Sylvie Guilbault. Joanne's wide experience in both commercial and not-for-profit domains was unlimitedly in evidence. As well, Sylvie Guilbault's readiness to provide counsel from a distance during her convalescence was instrumental in making the transition effective.

The outstanding contribution of our staff deserves special acknowledgment. This tight-knit core team of seasoned employees went beyond the call of duty to ensure the successful achievement of our goals during this year of change.

Photo: Tzara Maud

MESSAGE FROM THE EXECUTIVE DIRECTOR

Mount Royal is a living, breathing place in the very heart of the bustle of our city. Despite the measures put in place by Québec and Montréal to ensure its protection, the role played by Les amis de la montagne remains both relevant and essential.

Among the major issues it addressed this year, Les amis continued to engage with all relevant authorities about the future of a growing number of surplus institutional buildings on the mountain. These now include the Royal Victoria Hospital, the Hôtel-Dieu de Montréal and 1420 Mont-Royal Boulevard. Les amis provided their thoughts on the Mount Royal heritage site conservation plan currently being drafted by the Québec Ministry of Culture and Communications, and issued recommendations on the city's master plan for land-use planning and development of Greater Montréal (2015-2025).

Now as ever, the mountain inspires all manner of projects. Les amis harnesses the expertise and experience of professionals, community association representatives, residents and park users to advise local and provincial officials in their decision-making. Here are a few of the issues and projects we documented and discussed this year: redevelopment plans for Rutherford Park, new infrastructures for cross-country and downhill skiing, mountain biking in Mount Royal Park, and projects for the 375th anniversary of the founding of Montréal.

Working side by side with the City of Montréal in Mount Royal Park, Les amis remained actively and enthusiastically engaged in its education and awareness-building efforts with visitors and locals alike. The provision of quality services, as well as maintaining a healthy and safe natural environment in the park, are also central to the organization's concerns.

Our heartfelt thanks go to all the volunteers and professionals who, through their expertise and remarkable dedication, contribute to the vitality of Les amis and the unique character of Mount Royal.

Note: January 5, 2015, marks the beginning of Sylvie Guilbault's leave and Joanne Lalumière's term as interim executive director.



SYLVIE GUILBAULT
Executive Director



JOANNE LALUMIÈRE
Interim Executive Director

Photo of Sylvie Guilbault: Marcie Richstone

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as of January 5, 2015

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Executive Director

Joanne Lalumière
Interim Executive Director

Note: January 5, 2015, marks the beginning of Sylvie Guilbault's leave and Joanne Lalumière's term as interim executive director.

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Comptabilité Optima

Roberta Franske
Assistant

Nadia Panaroni
Assistant

ACKNOWLEDGMENTS

Les amis de la montagne would be hard-pressed to carry out its activities without the outstanding support of some 60 seasonal or part-time employees.

These committed members of our team, many of them students and recent graduates, play a key role in providing a full array of environmental conservation, educational and outdoor services, as well as visitor and restaurant services. Their support is essential in running our Nature Boutique and Café des Amis at Smith House, the cross-country ski school in winter, and our outdoor sports equipment rental service. They also work as members of our park conservation patrol, and are educators with Les amis day camps, school group activities and public programmes.

With their knowledge of geography, geology, urban planning, law, biology, environmental studies, landscape architecture, etc., these smart and dedicated individuals contribute invaluable to the overall quality of Les amis services and activities.



ADVOCACY

The advocacy work led by Les amis de la montagne is driven by the goal of bringing government, institutional and business stakeholders and citizens together around a common vision for Mount Royal. We espouse an approach that is both consultative and cooperative to address the often-complex issues relating to this vast space, where the harmonious coexistence of nature and city as well as heritage considerations are constantly being challenged by contrasting expectations and ambitions. Les amis also promotes the development and application of a coherent governance framework, supported by effective implementation measures, for the sustainable management of the myriad elements that make Mount Royal the exceptional place that it is.

As such, Les amis is deeply invested in maintaining close ties with a number of fellow stakeholders, including:

- Borough of Côte-des-Neiges-Notre-Dame-de-Grâce
- Borough of Outremont
- Borough of Ville-Marie
- Borough of Le Plateau-Mont-Royal
- Bureau du Mont-Royal
- Office of the City's executive committee member responsible for sustainable development, the environment, parks and green spaces
- Office of the Mayor of Montréal
- Board of Trade of Metropolitan Montréal
- Mount Royal Cemetery
- Notre-Dame-des-Neiges Cemetery
- Coalition Sauvons les 5 sites hospitaliers
- Conseil régional de l'environnement de Montréal
- Écomusée de l'Au-Delà
- Héritage Montréal
- Institut du patrimoine de l'UQAM
- Les Ami.e.s du parc Rutherford
- Office de consultation publique de Montréal
- Peter-McGill Community Council
- Québec Ministry of Culture and Communications
- Saint Joseph's Oratory of Mount Royal
- Service de Police de la Ville de Montréal
- Services des grands parcs et du verdissement
- STM – Société de transport de Montréal
- Tourisme Montréal
- Concordia University
- Université de Montréal
- McGill University
- City of Westmount

For close to ten years, Les amis de la montagne has played an active role as a founding member of the *Table de concertation du Mont-Royal*, an issue table in which many of the above-mentioned organizations are involved. Together, we strive to achieve consensus on matters concerning the accessibility, protection and improvement of the territory of Mount Royal. Our shared goal is to assist in the harmonious management and development of this heritage site.

KEY ISSUES OF CONCERN IN 2014-15

THE FUTURE OF THE ROYAL VICTORIA HOSPITAL AND THE HÔTEL-DIEU DE MONTRÉAL

Several major institutions on the slopes of Mount Royal are planning to move their operations to other sites or have already done so. The buildings and premises they originally occupied are fated to undergo vocational changes that give rise to fundamental questions about the future of the mountain. The imminent vacancy of sites located within the government-classified heritage site of Mount Royal poses critical challenges that require extraordinary planning measures.

Les amis de la montagne has maintained pressure on the Québec government to press forward in finding a new vocation for the Royal Victoria Hospital and the Hôtel-Dieu de Montréal. In our correspondence with senior provincial and municipal officials, press releases, newsletters and interviews broadcast on television and published in print electronic media, we underscored the urgent need for follow-through on the recommendations set out for both institutions in the second report issued by the expert commission on the future of Montréal's surplus hospital buildings.



Despite these efforts and those of fellow organisations and municipal bodies, little has been done for the future of these two historic landmarks. The Royal Victoria moved its operations and vacated its premises on April 26, 2015. The only plan on the horizon for its redevelopment, a McGill University proposal, calls for an extensive feasibility study to be conducted over an eighteen-month period starting in May 2015. As for the Hôtel-Dieu de Montréal, its operations are scheduled for transfer to the new CHUM in 2016 and the government has no concrete plans for its redevelopment.

The stakes are high and, as recommended by Les Amis in its 2013 presentation to the above-mentioned expert commission, require the creation of a special body empowered to lead the complex redevelopment work required, in full transparency and with the cooperation of the Montréal community. Meanwhile, these two vast iconic landmarks of Mount Royal are becoming troubling witnesses of government inertia.



RUTHERFORD PARK

Les amis de la montagne teamed up with fellow community organisations, citizens, elected officials, and urban planning and landscape architecture professionals to influence decision-makers on the redevelopment of Rutherford Park. Located within the Mount Royal heritage site, this public space has defined the landscape of Montréal since the 19th century. The idea of changing Rutherford Park into a sports hub, as proposed by the Borough of Ville-Marie—to be outfitted with a synthetic grass athletic playing field and the accompanying sports lighting, bus lay-by, bleachers and other related equipment—has generated widespread concern if not outright opposition. In meetings and presentations, Les amis advocated designing a park that befits the historic legacy of the area and upholds all the guiding principles, measures and goals adopted by the City of Montréal and the Québec government for sites located within the Mount Royal heritage zone. We also advocated the full integration of the park with the adjacent leg of the *Promenade urbaine Fleuve-Montagne*, a much-anticipated multi-million dollar pedestrian walkway to be built by the city from the St. Lawrence River to Mount Royal Park in 2016.

1420 MONT-ROYAL BOULEVARD

The imminent sale of the former headquarters of the *Congrégation des sœurs des Saints Noms de Jésus et de Marie* is the latest in a trend of converting landmark institutional estates on the slopes of Mount Royal, with a long history of service to Montrealers. Discussions have continued with the Université de Montréal, current owner of the building and grounds of this former nunnery and school, in which Les amis de la montagne stressed the importance of selecting a purchaser whose redevelopment plans will preserve the unique heritage features of this magnificent building which borders on the Outremont sector of Mount Royal Park.



FRAMEWORKS FOR THE DEVELOPMENT, PRESERVATION AND IMPROVEMENT OF MOUNT ROYAL

Since spring 2015, Les amis de la montagne has been involved in a *Table de concertation du Mont-Royal* task force invited to review and comment on the draft conservation plan for the Mount Royal heritage site currently being developed by the Québec Ministry of Culture and Communications. The plan will establish government guidelines for the preservation, rehabilitation and improvement of the heritage site and the evaluation of all proposed projects, which are subject to the authorisation of the Minister.

Les amis also drafted a brief in response to the draft master plan for land-use planning and development of Greater Montréal (*Schéma d'aménagement et de développement de l'agglomération de Montréal*) for 2015-2025. Our comments essentially related to the improvement of sites of interest to us. After public consultation, the new master plan was adopted in January 2015, with recommendations that include a proposal to identify Mount Royal, including Saint Joseph's Oratory and the downtown business core, as a distinct iconic landmark (R-46), and a proposal to place greater importance on the greening of the territory, the conservation of Greater Montréal parklands, and the development and improvement of the territory's green and blue belts (R-41).

URBAN DENSIFICATION ON THE MOUNTAIN

Les amis de la montagne investigated the way the City of Montréal and the Quebec Ministry of Culture and Communications have been responding to requests to subdivide private property located on the mountain adjacent to Mount Royal Park. In fall 2014, approval was given at both levels of government for the subdivision of 1210 Redpath Crescent, paving the way for the construction of a brand new three-unit residential building. Another property up the street, once part of a larger private estate acquired by a developer and subsequently subdivided—once again with the required authorisations—was also put on the market. Such subdivisions expose the historic landscape of the mountain to unwelcome changes, namely, the unwanted urban densification of the heritage site of Mount Royal.

PROJECT ANALYSIS AND ADVICE

Les amis de la montagne studies all manner of plans and projects that may have an impact on Mount Royal. Over the past year, we paid special attention to the following:

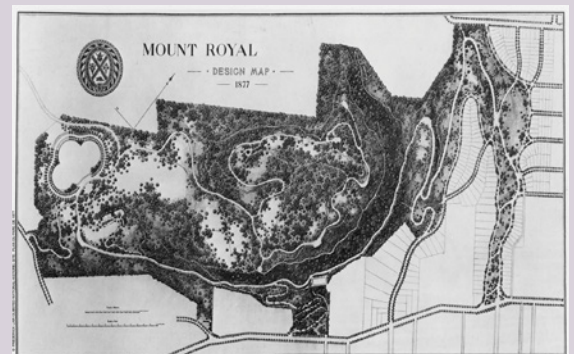
- To help ensure that all events authorised on Mount Royal reflect the spirit and intended uses of this heritage site, Les amis identified a set of criteria for evaluating event proposals and shared these with the City of Montréal's Bureau du Mont-Royal.
- We provided analysis and commentary on the study commissioned by the Bureau du Mont-Royal to redefine the public vocation of the Mount Royal Chalet.
- In 2014, in response to lobbyists pushing for the authorisation of mountain biking in Mount Royal Park, Les amis reiterated our reasons for opposing such a development and urged the City of Montréal to identify an appropriate site for this sport.
- We evaluated the impact of holding a leg of the FIS cross-country skiing world cup race planned by Ski Tour Canada in Mount Royal Park in March 2016.
- We reviewed and commented on the proposal for the *Parcours découvertes des patrimoines du mont Royal*, a series of heritage discovery walks on Mount Royal developed by the Bureau du Mont-Royal to be presented to Montrealers on the occasion of the city's 375th anniversary in 2017.
- Les amis analysed the proposal to transform the Mount Royal cross into the giant "M+L" symbol for a period of 375 days during Montréal's 375th anniversary festivities, and declared the project unacceptable because of its environmental impact, namely, culling several hundred-year-old trees and hindering access to the cross.

IMPROVING ACCESSIBILITY TO MOUNT ROYAL

Mount Royal Park use is evaluated at over 5,000,000 visits annually. With better public transportation over the mountain, more people would have access to the park. Discussions initiated by Les amis with the City of Montréal, Tourisme Montréal and the Société de transport de Montréal (STM) led to an agreement by the STM to look into increasing bus service to the mountain. The STM also agreed to introduce hybrid bus service along its Route 11 Parc-du-Mont-Royal, starting in spring 2016. Hybrid vehicles generate 20-30% less greenhouse gas than conventional ones. The project will also include a park-linked visual identity component to be developed by Les amis de la montagne in partnership with the STM. This was announced publicly on November 17, 2014 at a large-scale event at the Place des Arts hosted by "je vois mtl", a movement since renamed "je fais mtl". Les amis and the STM were among 200 visionary project leaders and 1,000 attendees there to learn about the dozens of proposals designed to revitalize the city.



Philippe Schnobb, Chairman of the Board of Directors, STM, and Sylvie Guilbault, Executive Director, Les amis de la montagne, at the Place des Arts on November 17, 2014.



SOIRÉE CINÉMA
FREDERICK LAW OLMSTED
DESIGNING AMERICA
 Co-production de WNE-D-TV Buffalo-Toronto
 et Florentine Films/Hot Productions, Inc. 2014
 60 minutes, version originale anglaise

Visionnement public du documentaire portant sur l'œuvre du grand architecte paysagiste Frederick Law Olmsted.

Organisé par Les amis de la montagne et l'École d'urbanisme de l'Université McGill en collaboration avec l'Institut d'urbanisme de l'Université de Montréal, dans le cadre du lancement de l'édition 2015 de la chartre de design urbain international.

Le visionnement sera précédé d'une présentation sur le parc du Mont-Royal, de Wendy Graham, FCSLA, AAPO, architecte paysagiste, et Daniel Charrier, FCSLA, AAPO, architecte paysagiste. La projection sera suivie d'une période de discussion.

Entrée libre

Le jeudi 5 février de 18 h à 20 h
 Université McGill
 Pavillon Macdonald-Harrington
 815, rue Sherbrooke ouest
 Salle G10

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 INSTITUT D'URBANISME
 LES AMIS DE LA MONTAGNE

AWARENESS-BUILDING AND COMMUNITY ENGAGEMENT

Every year, Les amis de la montagne organises forums, conferences and other activities that bring together citizens, students and community representatives to look at issues related to Mount Royal. Our public programming for 2014-15, described below, was designed to share knowledge about these issues, generate greater public-awareness and community engagement, and encourage the protection and sustainable development of Mount Royal.

LIVING ON THE MOUNTAIN: ISSUES AND CHALLENGES

May 22, 2014, with Anthony Daniel (City of Montréal parks services), and Claude Drolet (Les amis de la montagne).

Intended for residents living on Mount Royal, this public forum focussed on the struggle against the spread of the emerald ash borer, and how to manage the vegetation and wildlife in residents'

yards. The latest large-scale construction projects underway on the mountain were also discussed.

THE WESTMOUNT SECTOR OF MOUNT ROYAL: RECENT AND UPCOMING INITIATIVES

June 18, 2014, with Duncan E. Campbell (City of Westmount), Claude Dubois (Roadworks Division, City of Montréal) and Daniel Chartier (City of Montréal).

This public walking tour focussed on recent and upcoming projects in the Westmount sector of Mount Royal, namely the future Remembrance-Côte-des-Neiges interchange and the plan to promote the heritage status of Côte-des-Neiges Road. An overview of Ville-Marie's public works site and the management principles issued for the protection of the natural environment and enhancement of Summit Woods were also presented.

THE GLADES AT THE HEART OF THE PARK: A VISION THAT TRANSCENDS TIME

October 15, 2014, with Jonathan Cha, Landscape Architect.

An evening talk on the evolution of the Glades, one of eight landscape topographies conceived by Frederick Law Olmsted, the great landscape architect who designed Mount Royal Park close to 140 years ago. Today, the Glades encompasses Smith House and the surrounding areas, the adjacent parking lots, as well as the Beaver Lake sector.

THE ARCHAEOLOGICAL HERITAGE OF MOUNT ROYAL

January 27, 2015, co-hosted with the Department of Anthropology, Université de Montréal; facilitated by Myriam Grondin (Les amis de la montagne), with professor Adrian Burke and graduate student Theresa Gabos (Department of Anthropology, Université de Montréal), Ginette Cloutier (Bureau du Mont-Royal), Louise Pothier (Pointe-à-Callière) and Nicholas Zorzin (Museum of London Archaeology).

This conference focused on the archaeological heritage of Mount Royal, its current reality and its potential. Talks on the prehistoric and historic legacies of the mountain were followed by a round table discussion about the enhancement and preservation of the Mount Royal's archaeological heritage.

SMITH HOUSE: RARE HERITAGE TO BE PRESERVED

April 16, with Susan D. Bronson, Heritage Architect

This guided visit highlighted the architectural features of Smith House, the last remaining testament to the mid-19th century neo-classical rural residences once found in the area. It was held on the occasion of ICOMOS' International Day for Monuments and Sites.

2015 EDITION OF THE INTERUNIVERSITY URBAN DESIGN CHARRETTE RUE UNIVERSITY. BETWEEN CITY AND MOUNTAIN. A LINK REINVENTED.

February 6-8, 2015

Organised by Les amis de la montagne and the McGill University School of Urban Planning, in cooperation with the Institut d'urbanisme, Université de Montréal, the charrette provided a unique opportunity for students of urban planning, architecture, landscape architecture and geography to reflect on the interface between Mount Royal and the city, and to propose an important new gateway to the mountain along University Street.

The charrette opened with a public screening of the documentary film *Frederick Law Olmsted: Designing America* and presentations by landscape architects Wendy Graham and Daniel Chartier. Fourteen undergraduate and graduate students participated in the project, drawing inspiration from Frederick Law Olmsted's original plans of Mount Royal. They were asked to propose an innovative urban design, informed by the *genius loci* and the heritage value of the grounds surrounding the Royal Victoria Hospital, on the eve of a change in their vocation. Three days of intense work ensued.

Chaired by Daniel Chartier, the charrette jury was made up of Nik Luka (McGill University School of Urban Planning and School of Architecture), Robert Desjardins (School of Landscape Architecture, Université de Montréal), and Paula Negrón Poblete (Institut d'urbanisme, Université de Montréal).

The project titled **Natural Sprawl**, submitted by Priscila Krayer Krauss (McGill University), Sébastien Petra (Université de Montréal) and Tiffany Vong (McGill University), won first prize. The three students received the Les amis de la montagne Eugene N. Riesman Award. Mr. Riesman was on hand to present the award himself. A member of the Board of Directors of Les amis and an important Montréal developer, Mr. Riesman has been supporting young Canadian urban planners, architects and landscape architects in-the-making for decades through generous grants.

Honourable mentions went to *De rue partagée en montagne*, by Ila D'Cruz, Marie-Ève Assunção-Denis and Alexie Baillargeon-Fournelle, and *Fulfilling Olmsted's Vision: Creating New Accessible Spaces around Mount Royal*, by Bahareh Eshraghi, Emilie Langlois-Patterson, Kassandra McCleery and Mirna Wasef.

All the charrette projects were on display from February 24 to April 24, 2015, at Smith House in Mount Royal Park.

EDUCATION AND PUBLIC PROGRAMMES

For close to 30 years, Les amis de la montagne has endeavoured to increase the knowledge and appreciation of the mountain's unique cultural and natural legacies through a variety of public programmes. Our educational activities seek to raise awareness of the issues and challenges related to the preservation of Mount Royal and to engage citizens of all ages in concrete environmental conservation initiatives.



YOUTH PROGRAMMES

To cultivate the next generation of custodians of Mount Royal, we continued to diversify our youth-focussed educational activities in 2014-15. Two new school programmes were launched over the winter. Intended for primary and secondary school students, respectively, One-Day Tracker (*Pisteur d'un jour*) and Tracking Snowshoeing Traditions (*Sur les traces des anciens raquetteurs*) allowed youngsters to explore the forests of Mount Royal and learn about the history of snowshoeing and other winter traditions in the mountain.

Held for a third consecutive year, our Seeds for the Future of Mount Royal project (*Semences d'avenir sur le mont Royal*) allowed 350 students from 8 participating Montréal schools to grow saplings in the classroom from seeds they harvested on Mount Royal. The saplings are then transferred to the *Société de verdissement du Montréal métropolitain* (SOVERDII) nursery at the *Université de Montréal's* Outremont campus, where they are grown until ready for planting on the mountain.

Our day camp, for children 6 to 11 years old, boasted full registration this year. In total, 247 children attended the 2014 summer camp, and 29 enjoyed the 2015 Spring Break camp.

All told, 4,731 youth were enrolled in Les amis educational programmes in 2014-15.

Les amis de la montagne also renewed its special partnership with UQAM's *Centre de recherche en éducation et formation relatives à l'environnement et à l'écocitoyenneté* (Centr'ERE). In addition to contributing to various training activities at UQAM and working on the Centr'ERE partnership platform, Les amis hosted 40-odd future secondary school teachers for a day of special training at Smith House.

Last but not least, Les amis organised a round table discussion and workshop at the annual meeting of the North American Association for Environmental Education held in Ottawa last October, with presentations on the Families in Nature programme, which targets new immigrants, and Seeds for the Future of Mount Royal.

PROGRAMMES AIMED AT THE GENERAL PUBLIC

RECALLING THE 1964 SCULPTURE SYMPOSIUM

Les amis partnered up with the City of Montréal's Bureau d'art public and Bureau du Mont-Royal last fall, to present an array of public programmes commemorating the 50th anniversary of the First International Sculpture Symposium in North America. Some 2,000 people took part in the following:

- co-creation of a temporary work of art with Smith House artist-in-residence Patrick Bérubé
- a temporary exhibition at Smith House, capturing the spirit of the Symposium and the 1960s through photos and film
- weekend interpretation activities and guided tours focussing on selected works featured in the Symposium
- an interview with artist Armand Vaillancourt and the production of a video montage





Patrice Bouliet

MUSICAL SUNDAYS AT THE MOUNT ROYAL CHALET

For the second consecutive year, Les amis de la montagne organised *Musical Sundays at the Mount Royal Chalet*, in cooperation with the City of Montréal and with financial support from TD Bank Group and the Department of Canadian Heritage (Celebrate Canada). This series of monthly concerts, presented May through October 2014, brought to life the rich musical tradition of the Mount Royal Chalet. Each concert showcased the talents of young musicians trained locally, in institutions established on the mountain. A guided tour of the magnificent chalet, also hosted by Les amis, followed each concert. A total of 5,000 spectators enjoyed the series of concerts, which was met with resounding enthusiasm.

KNOWLEDGE SHARING AT THE 82nd MEETING OF ACFAS (ASSOCIATION FRANCOPHONE POUR LE SAVOIR)

May 12, 2014, with Pierre J.H. Richard, Alayn C. Larouche, Daniel Landry and Tamyliä Elkadi (Université de Montréal), Christian Gates St-Pierre (Ethnoscop Inc.) and Jean-Michel Villanove (Les amis de la montagne).

Les amis contributed to a talk on Mount Royal from 13,000 to 9,600 years ago, which examined the Champlain Sea, the tundra, the trees, the forest and the beavers on a marine island and then on an island in Lampsilis Lake. The lecture was initiated by Pierre J. H. Richard and presented at a palaeontology colloquium held at the annual meeting of ACFAS.



Samuel Montagné

INTERVIEW WITH LES ANNÉES LUMIÈRES, AN ICI RADIO CANADA PREMIÈRE RADIO PROGRAMME

With Jean-Michel Villanove (*Les amis de la montagne*) on the initiative of Pierre J.H. Richard (Université de Montréal).

Les amis took part in *Une mer sur le mont Royal*, a report on the results of paleo-ecological studies carried out on Beaver Lake in Mount Royal Park. The show was broadcast on May 18, 2014, in conjunction with the 82nd annual meeting of ACFAS.

INTERPRETATION SERVICES AROUND THE BEAVER LAKE WORKSITE

Les amis educators were on site at Beaver Lake every weekend from July to November to inform visitors about the ongoing restoration and redevelopment project. Their explanations also covered the history of the site over geological time, and the geological discoveries made by researchers during the excavation phase of the current project. Outdoor interpretation panels created by our team and installed in front of the Beaver Lake Pavilion provided additional information. Over 20,000 people benefitted from these on-site interpretation services.

LA MONTAGNE EN IMAGES PHOTO COMPETITION

For the fifth year in a row, Les amis held an open competition which aims to capture and celebrate the myriad secrets of Mount Royal through photography. Winning images were on view in Smith House and posted on our website. Close to 1,500 extraordinary photos of the mountain have been collected by Les amis in this way.

GUIDED WALKING TOURS

Organised in 2014-15, the following guided walking tours were an ideal way to experience and discover Mount Royal and its rich offerings in person:

- Three Summits Walk, a 15-km hike along trails meandering between forest and city across the entire territory of Mount Royal, explored the mountain from historical, ecological, urban and architectural perspectives.
- From the Mountain to the River Walk, a day-long trek from the peak of Mount Royal to the banks of the St. Lawrence, shed light on the historical, geographical and cultural links between the mountain and the river.
- Art and Nature Walk & Workshop, was designed as a sensory discovery and creative

exploration of the natural and art-inspiring offerings of Mount Royal Park.

In all, over 630 people took part in these guided tours, and 858 people participated in made-to-measure special-interest group tours.

CITY LIGHTS SNOWSHOEING EXCURSIONS

Our evening snowshoeing excursions remain an extraordinary way to enjoy Montréal in the depths of winter, and to discover the secrets of Mount Royal along trails with breathtaking views of the city in the stillness and magic of the night. Over 800 people took part in these guided excursions in 2015.



Les amis de la montagne

WINTER ON THE MOUNTAIN WITH LES AMIS

During the snowy season, Les amis educators offered family-focussed interpretation services in and around Smith House and on the mountain. These included snowshoeing excursions on weekends as well as other winter activities held daily throughout the Spring Break. Over 600 people took part in this programming.

ENVIRONMENTAL CONSERVATION PROGRAMMES

The mountain harbours a quiet oasis of natural wealth in the heart of an evergrowing and evolving urban environment. Maintaining biodiversity in this setting demands the development and application of site-specific solutions that meet the imperatives of nature conservation vis-à-vis problems such as invasion by exotic species, climate change, air pollution and the harmful impact of increased use by visitors.

Over the years, Les amis de la montagne has implemented a variety of programmes that enable the active support of biodiversity conservation on Mount Royal, namely, the Conservation Patrol (founded in 1998 and in continuous operation since 2003) and the Environmental Stewardship Programme (launched in 2006). Working actively with the City of Montréal and other key local players, Les amis has also involved itself in seeking out solutions with researchers and stakeholders regionally and by supporting the projects initiated by our partners.

CONSERVATION PATROL

With its Conservation Patrol, Les amis helps Mount Royal Park visitors understand the site's environmental reality and vulnerability to the cumulative effect of even the smallest gestures. The goal is to impart the public with an awareness of the environmental impact of behaviours such as littering in the undergrowth, building fires and campsites, going off trail on foot or mountain bike, and feeding the animals, especially the raccoons at the Camillien-Houde Lookout.

With the support of the City of Montréal, the Conservation Patrol was on site in Mount Royal Park during peak hours from June to October and engaged with 3,385 visitors about these issues.

For the fifth year in a row, the Patrol ran an awareness campaign on the impact of feeding the raccoons at the Camillien-Houde Lookout. Raccoons converge on the lookout by the dozens in the evening, partly because people feed them. This behaviour has unfortunate consequences for the animals (behavioural changes, health problems, risk of injury, overpopulation and ecosystem imbalance) and poses serious risks for human health.

ENVIRONMENTAL STEWARDSHIP PROGRAMME

To support the biodiversity in the forests of Mount Royal, Les amis de la montagne planted 1,729 trees and shrubs of 28 different species in the park this year. A total of 1,236 volunteers, including members of different groups, took part in the Environment Stewardship Programme. The groups included:

BNP Paribas • TD Bank Group • Portage • SAP • CPA Canada • ENEL Green Power Canada • iProspect • Ivanhoé Cambridge Inc. • BNP Paribas • Jeppesen • Canon • Manulife • St. George's School of Montréal

Finally, through our association with two institutional initiatives – HEC Montréal's Hectare urbain and the UdeM's P.A.U.S.E. project (sustainable ecological urban agriculture production), Les amis was able to secure funding from Evergreen and Trees for Canada to launch an innovative urban agriculture project on Mount Royal. Drawing on the traditions of the orchards that were once common on the mountain, we and our partners—with the help of 225 volunteers—inaugurated a forest garden on Mount Royal, with 138 fruit and nut trees and 124 shrubs planted on two sites. In a few years, we will be able to harvest "Mount Royal plums".

OTHER ENVIRONMENTAL CONSERVATION INITIATIVES

PREPARING FOR THE ARRIVAL OF THE EMERALD ASH BORER ON MOUNT ROYAL

In summer 2014, Les amis de la montagne oversaw a Université du Québec à Montréal student who conducted a research project on the impact of the death of ash trees on the biodiversity of the Mount Royal forests.

We also organized a first meeting with over a dozen stakeholders—municipal and institutional managers, researchers, and representatives of conservation NGOs—to discuss the environmental impact of the ash borer and put forward solutions to save the trees. Action is urgently required, as one in every three trees on Mount Royal is an ash. At the invitation of the Conseil régional de l'environnement de Montréal, we took part in a presentation at the Maison du développement durable on the issues related to the potential death of thousands of ash trees in Montréal and on Mount Royal.

Finally, we conducted an inventory of ash trees in the Mount Royal wetlands and submitted it to the City of Montréal to help plan the actions anticipated for this very fragile area of the mountain.

CITY OF MONTRÉAL CANOPY ACTION PLAN

Les amis joined forces with the Alliance Forêt Urbaine to support the City of Montréal Canopy Action Plan, which will increase the city's tree cover by 5% between by 2025, by planting 300,000 trees. Working with SOVERDI on the Seeds for the Future of Mount Royal project, we are pooling our strengths with that of a dozen other players to bring the city's plan to a successful end.

SHARING OUR CONSERVATION EXPERTISE

Having worked to control invasive plants on Mount Royal since 2006, Les amis took part in a meeting held in Ottawa by the National Capital Commission's Urbanism Lab, and attended by various regional stakeholders. It was a great opportunity to talk to specialists and researchers in the field, learn about public initiatives being undertaken and share our experience in dealing with this problem.



This year again, on September 21, 2014, TD Bank Group brought together some 100 employees in Mount Royal Park to take part in the Environmental Stewardship Programme of Les Amis. Together, they planted over 300 trees and shrubs.

LE PRIX DU MONT-ROYAL /

A DECADE OF AWARDS

PRIX DU MONT-ROYAL AWARDEES AND HONOURABLE MENTIONS OVER THE YEARS



Frédéric Back, *Montréal 1948*, silkscreen print 02/500. Gift of the artist. Les amis de la montagne Collection.

Yearly for the past decade, Les amis de la montagne and the City of Montréal have honoured remarkable individuals or institutions who have demonstrated a strong commitment and outstanding initiatives towards the environmental protection and enhancement of the mountain with the Prix du Mont-Royal.

2014

Frédéric Back[†], OC CQ, illustrator, Oscar-winning filmmaker and a pioneer of the environmentalist movement. Starting at the beginning of the 1960s, this impassioned advocate used artistic mediums to express his concerns and deliver his message. Frédéric Back passed away on December 24th, 2013 and was awarded the *Prix du Mont-Royal* posthumously.

2013

Louise Letocha, art historian, former dean of UQAM, and director of the Musée d'art contemporain de Montréal from 1977 to 1982. A leading advocate of heritage preservation, Louise Letocha has served as chair for both the

Conseil du patrimoine de Montréal (2002-2007) and Heritage Montréal (1998-2002). She is currently president of the Fédération Écomusée de l'Au-Delà.

HONOURABLE MENTIONS:

Hélène Brisson
Claude Casgrain
Bronwyn Chestert
Susan Scott Evans
Lucy A. Fellowes
Judith Kavanagh
Gloria Ménard
Frances Eliot Tobin
Religieuses Hospitalières de Saint-Joseph

2012

Wendy Graham, and **Daniel Chartier**, City of Montréal landscapes architects.

HONOURABLE MENTIONS:

École Saint-Germain d'Outremont
Mount Royal Cemetery

2011

Hélène de Billy, journalist and author, and **Gilbert Duclos**, photographer, creators of an interactive web documentary titled *Sacrée montagne – Panis Angelicus*, produced by the National Film Board, which explores our relationship with the sacred through Mount Royal.

HONOURABLE MENTIONS:

Pierre-Émile Rocray
Université de Montréal
Fabrique de la Paroisse
Notre-Dame de Montréal

2010

Marie-Odile Trépanier, Honorary Professor, Institut d'urbanisme, Faculté de l'aménagement, Université de Montréal.

HONOURABLE MENTIONS:

Lina Sarraf
Christian Boisvert

2009

Peter Jacobs, Professor, École d'architecture de paysage, Faculté de l'aménagement, Université de Montréal.

HONOURABLE MENTION:

François Odermatt

2008

Claude Corbo, Professor of Political Science and former Dean of the Université du Québec à Montréal (UQAM), and Chairman of the *Table de concertation du Mont-Royal*.

2007

Edith Jacobson Low-Beer[†], C.M., President of the EJLB Foundation (known today as the Echo Foundation) whose mission is to be a leader in research focused on mental health, to respond to community needs, and to promote environmental protection.

2006

Jean Décarie, City of Montréal urban planner (retired), author and creator of the Réseau Vert.

HONOURABLE MENTION:

Héritage Montréal

2005

Phyllis Lambert, C.C., G.O.Q., CAL, FRAIC, Architect and Founding Director and Chair of the Board of Trustees of the Canadian Centre for Architecture, and **Pierre Dansereau**[†], CC, GOQ, FRSC, lifelong academic widely recognised as one of the founders of the environmentalist movement.

MAY 2014: MOUNT ROYAL MONTH

The 10th edition of May: Mount Royal Month was kicked off with the Mount Royal Clean-Up and the 2014 Prix du Mont-Royal award ceremony. Organized by Les amis de la montagne in partnership with the City of Montréal, this springtime tradition dedicated to the enhancement and conservation of Mount Royal provides an opportunity for citizens to rediscover the historic and natural legacies of the mountain and renew their commitment to its preservation.

On Sunday, May 4, 2014, despite terrible weather, Mount Royal was treated to an outstanding clean-up. Close to 500 members of the Montréal community showed up for the 23rd edition of the *Corvée du Mont-Royal*, and rolled up their sleeves to collect garbage and recyclables, dismantle fire and camp sites, and monitor the health and growth of recent plantings on the summit.

During the opening ceremony, Les amis and the City of Montréal awarded the *Prix du Mont-Royal* posthumously to Frédéric Back, illustrator, film maker and ecology pioneer who developed a lifelong love for the mountain. A symbolic planting was held in his honour, with the participation of SOVERDI and the students of Arc-en-ciel School: a red oak stands on the top of the mountain in memory of “the man who planted trees.”

A full array of activities and public events was organised during Mount Royal Month. This included lectures and guided walking tours on the history of the Mount Royal's flora, the presentation of groundbreaking paleo-ecological discoveries at Beaver Lake, a new edition of the Chromatic Festival at the Mount Royal Chalet—which featured an exhibition by emerging artists and multidisciplinary art installations—and a presentation by the dynamic soprano Natalie Choquette at the launch of Musical Sundays in the Mount Royal Chalet. A special youth-focussed programme included Nature Day, an invitation to plumb the secrets of the mountain's northern summit, and Junior Chromatic Day, to stimulate their creativity. Last but not least, neighbouring partner institutions hosted an array of activities as part of the festivities of the Month.

May: Mount Royal Month is held each year by Les amis in partnership with the City of Montréal. We wish to thank the TD Friends of the Environment Foundation and Resolute Forest Products for their support to the 2014 edition of the event.

May 2014: Mount Royal Month was organized with the cooperation of a great many devoted volunteers and the following partners:

Saint John Ambulance / Trees for Canada / Cavalry Unit of the SPVM / CDEC Côte-des-Neiges / Notre-Dame-de-Grâce / Centre d'exposition de l'Université de Montréal / Mont-Royal Cemetery / Compost Montréal / C-Vert / Division de la propreté, City of Montréal / École Hôtelière de Montréal Calixa-Lavallée / Eco-quartier Côte-des-Neiges / Éco-quartier Peter McGill / Espace pour la vie / Evergreen / Fédération québécoise de la marche / David Suzuki Foundation / Sedna IV Foundation / 1000 Days for the Planet / HEC Montréal / Royal Victoria Hospital / Journal Métro / Les Belles Soirées de l'Université de Montréal / Lolë / Metro Inc. / Miel Montréal / Mountain Equipment Coop / Musée des Hospitalières de l'Hôtel-Dieu de Montréal / McCord Museum / Redpath Museum / Saint Joseph's Oratory of Mount Royal / P.A.U.S.E. – UdeM / Santropol Roulant / SOVERDI / Tourisme Montréal / Université de Montréal / McGill University / Vélo Québec



Jean-Michel Villanove

LES AMIS AND THE CITY /

A SUCCESSFUL PARTNERSHIP



Michael Vesia, *City Rising*, photography. Les amis de la montagne Photo Competition, 2014.

FUNDING FROM THE CITY OF MONTRÉAL

The provision of programmes and services by Les amis in Mount Royal Park is governed by an official agreement with the City, which comes with an annual subsidy.

City of Montréal funding accounted for 9% of the revenue of Les amis de la montagne in 2014-15.

For close to 30 years, Les amis de la montagne and the City of Montréal have enjoyed a fruitful partnership in which they team up to achieve their respective missions of serving the public and protecting and enhancing Mount Royal.

The City of Montréal oversees the management, landscaping and maintenance of Mount Royal Park, this grand 190-hectare oasis of greenery in the heart of the city. Every day of the year, the public can freely access the park to stroll its foot paths, cycle along Olmsted Path, visit the majestic Mount Royal Chalet, drink in the unimpeded city view from the Kondiaronk Lookout, picnic by Beaver Lake, and the list goes on. In the winter, the city endeavours to maintain ideal conditions for safe and enjoyable cross-country skiing, snowshoeing, tobogganing and ice skating. The Bureau du Mont-Royal and the Borough of Ville-Marie are the park's principal managers.

Les amis offers educational, cultural and outdoor activities and services designed to enhance visitor experience in Mount Royal Park, to build public awareness of the uniqueness and value of the mountain, and to encourage public participation in the conservation of its natural environment. Les Amis also manages the park's visitor centre, along with a Café service, an outdoor sports equipment rental counter, and souvenir shops.

Also of note are the activities and events organised by Les amis, either jointly or collaboratively with the City, such as the annual Mountain Clean-Up, May: Mount Royal Month, the annual *Prix du Mont-Royal* award ceremony, and Musical Sundays in the Mount Royal Chalet. These all serve to strengthen the bonds between Montrealers and their mountain.

Last but not least, because our team is on site daily in Mount Royal Park, we are ideally placed to observe, first hand, the condition of the grounds and to record comments and suggestions from visitors. All useful information is shared with the Bureau du Mont-Royal.

This sums up a successful partnership which benefits both the exceptional public space that is Mount Royal Park and the community it serves.

MOUNT ROYAL PARK VISITOR SERVICES

In addition to its advocacy and public awareness-building work, environmental stewardship activities, and educational programmes aimed at safeguarding the mountain as a whole, Les amis de la montagne plays a front-line role in welcoming visitors to Mount Royal Park and providing an array of services aimed at enriching their experience.

SMITH HOUSE

Open year round, Smith House belongs to the City of Montréal and was made available to Les amis in 1999, following extensive restorations supported by private contributions and all levels of government. As our headquarters since then, it is abuzz with constant activity. Located in the House and managed by Les Amis, Mount Royal Park's visitor services provides extensive information about what to see and do on the mountain. Easily accessible on the ground level, our permanent exhibition titled *Mount Royal, A Territory to Discover*, which introduces the mountain, its history and its nature conservation issues, continues to be widely appreciated by the public. In 2014-15, over 340,000 people visited Les amis de la montagne at Smith House.

CAFÉ DES AMIS

Montrealers and tourists alike stopped by the tens of thousands at the friendly Café des Amis during their visit to Mount Royal Park. From May to October, the café's terrace was in great demand as an ideal spot to enjoy nature in the heart of the city while savouring a light meal. A study on the food services in the park, commissioned by the City of Montréal in 2014, revealed a very high level of satisfaction with the quality of the fare at Café des Amis. Four ice cream carts also served visitors at the Kondiaronk Lookout and Beaver Lake from spring to fall. The Café des Amis rang in over 44,000 transactions in 2014-15, in addition to over 45,000 posted by the ice cream carts.

NATURE BOUTIQUE

The two locations of our nature boutique—one at Smith House and one at the Chalet—are the only places in the park where visitors can purchase unique souvenirs, Mount Royal and nature themed maps and specialized publications, seasonal clothing, as well as toys and educational books for children. Our inventory includes items produced by small businesses and local artists and craftspeople, who account for one-third of our suppliers. Drawing on the talents of local illustrators and photographers, we have continued to expand Les amis' own series of postcards and a line of t-shirts. This year, the nature boutique posted over 18,000 transactions, an increase of 64% over last year.

OUTDOOR EQUIPMENT RENTAL SERVICE

The cross-country ski, ice skating, snowshoe and sliding equipment rental service operated by Les amis at the Beaver Lake Pavilion surpassed 33,000 transactions this year. We noticed a big jump in ski and snowshoe rentals—undoubtedly because of the abundance of snow—a level number of skate rentals and a decrease in snow tube use, stemming from a number of factors, including the bitter cold and reduced accessibility to the site due to major restoration work around Beaver Lake. The latter also caused us to suspend our outdoor activities in the sector during summer and fall 2014, and, consequently, our equipment rental service during that period.

REINVESTING FUNDS GENERATED BY PAID PROGRAMMES AND SERVICES

Paid programmes and services offered by Les amis de la montagne—the Cafe des Amis, the nature boutique, equipment rentals, cross-country ski lessons, guided walking tours, educational and outdoor activities and more—generated 47% of our income in 2014-15. This revenue is reinvested in our various programmes.

LES AMIS DE LA MONTAGNE CROSS-COUNTRY SKI CLUB

A total of 154 young Montrealers aged 4 to 15 signed up for cross-country ski lessons held in the Park, in ideal snow conditions from January to March 2015. In addition, 256 adults took part in private or group ski sessions. Our cross-country ski club, recognised by Ski de fond Québec since 2009, maintained its healthy growth in popularity again this year.

Les amis also took an active part in the City of Montréal's 2015 pilot project for improving the cross-country ski experience in Mount Royal Park.

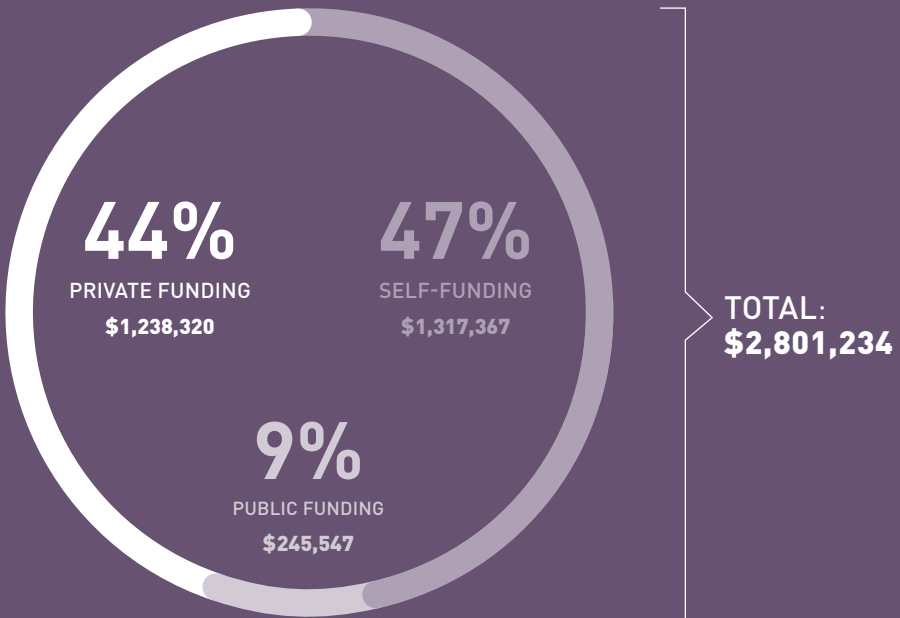


FINANCIAL OVERVIEW

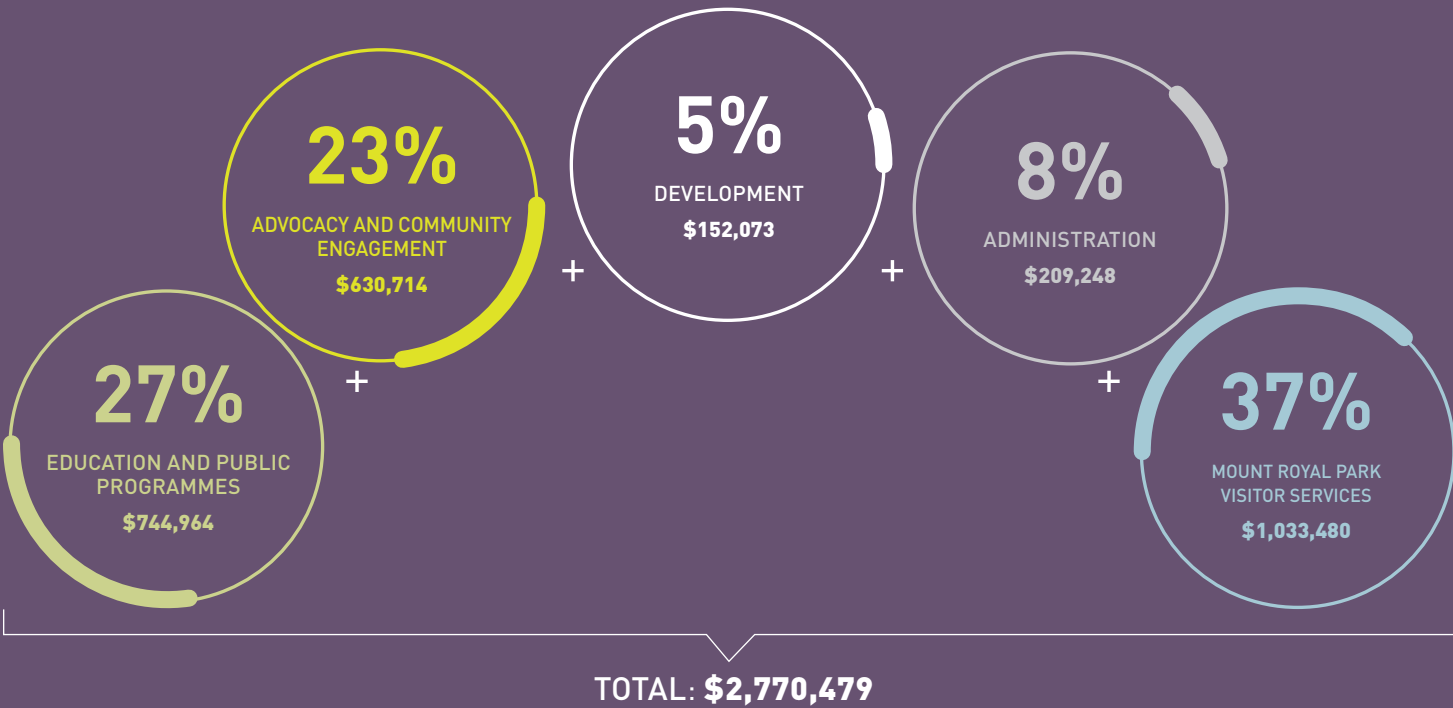
Revenue and expenses of Les amis de la montagne and the Centre de la montagne for the year ended April 30, 2015. The Centre de la montagne is an organisation linked to Les amis de la montagne.

The audited financial statements of the Centre de la montagne inc. and Les amis de la montagne (Mont-Royal) inc. are available upon request at 514 843.8240 ext. 240.

REVENUE SOURCES



EXPENSES BY ACTIVITY SECTOR

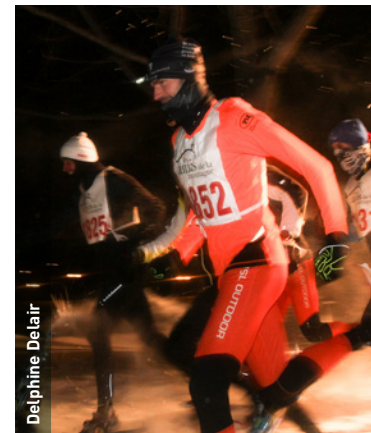


ANNUAL FUNDRAISING CAMPAIGN AND COMMUNITY SUPPORT

Our develop goal for 2014-15 was set at \$750,000. Les amis de la montagne reached, and quickly surpassed, this goal thanks to the keen efforts of our annual campaign cabinet and the fundraising committees of our two benefit events. Driven by a playfully competitive spirit, these three teams pulled out all stops to see which would be the most successful. We owe them the bounty of a victorious annual campaign, the resounding success of the 18th *Snowshoe Event and Tuques Bleues Celebration* and the triumph of the inaugural edition of our *Chapeau Mont Royal!* benefit luncheon.

Our donors—individuals, corporations and foundations—and sponsors responded enthusiastically and generously to our call.

All told, Les Amis de la montagne raised a net total of \$780,673 in 2014-15.



CAMPAIGN CABINET

CO-PRESIDENTS

Jeffrey Drummond

Managing Partner, DNA Capital

Robert Fortier, CPA, CA

Corporate Director

MEMBERS

Abe Adham

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Rob Braide

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District Vice-President, TD Canada Trust

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TUQUES BLEUES CELEBRATION – 18TH EDITION

Despite the Arctic cold on February 19, close to 450 people took part in this night-time snowshoe adventure in the magical winter setting of the mountain. The 18th edition of the Tuques Bleues Celebration netted \$80,000 in support of Mount Royal thanks to the leadership of a fundraising committee chaired by Jeffrey Drummond, and the generosity of Manulife, lead sponsor of the event for the sixth consecutive year, and other important sponsors.

The evening was held under the honorary co-chairmanship of Robert Tellier and Michel Leblanc. Inspired by a sporting tradition of the Montréal Snowshoe Club, founded in 1840, the event was launched with the choice of a competitive snowshoe race or a leisurely climb up the mountain on lantern-illuminated trails. Seven corporate groups signed up for the friendly Défi Équipes competition. The exhilarating outdoor hike led to a gastronomic celebration, punctuated with the awarding of medals and the Tuques Bleues Trophy, in the warmth and merriment of the Mount Royal Chalet, overlooking the city lights.

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CHAPEAU MONT ROYAL! – BENEFIT LUNCHEON

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Held on June 12, 2014, the inaugural edition of *Chapeau mont Royal!* took place in the magnificent Mount Royal Chalet, under the honorary presidency of Julie Godin, and in the company of Mary Bruns Creighton, Kathryn Lund Drummond, Judith Kavanagh and Carole Labelle Molson, our energetic and inspired organising committee co-presidents. Despite torrential rainfall, the event was a resounding success.

Inspired by the "Hat Luncheon," an annual event organised in New York City by the Women's Committee of the Central Park Conservancy, this sophisticated benefit luncheon drew some 400 guests, each sporting their finest hat. Thanks to the work of an outstanding organising committee, the event netted \$148,465 in support of Les amis' educational and nature conservation programmes.

SECOND EDITION OF CHAPEAU MONT ROYAL! LAUNCHED IN JANUARY

On January 29, 2015, in one of the apartments of the prestigious Ritz-Carlton Residences, the Ritz-Carlton Montréal graciously hosted a cocktail event in support of Les amis de la montagne and its *Chapeau mont Royal!* benefit luncheon. The evening kicked off the work of the Organising and Fundraising Committee for the event's second edition, which will take place on June 18.

Françoise E. Lyon, Senior Vice-president, Pembroke Private Wealth Management, was introduced as Honorary President of the 2015 edition of this benefit luncheon. The torch was passed formally from Julie Godin to Françoise Lyon at the helm of a dynamic team of volunteers entrusted with the goal of raising \$250,000 for Les amis de la montagne.

Our president Peter A. Howlett took the opportunity to thank Julie Godin, as well as volunteers, partners and staff members again for their dedication to the cause.



Delphine Delair

14 15

DONORS AND SPONSORS

We would like to extend our heartfelt thanks to the individuals, corporations and foundations who generously supported the mission of Les amis de la montagne between 1 May 2014 and 30 April 2015, through a financial contribution of \$250 and more, a gift in kind, a sponsorship or an instalment on their pledge towards a major gift, to one of our projects, programmes or benefit events.

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