



**EDMONTON FEDERATION OF COMMUNITY LEAGUES**

**BOARD OF DIRECTORS**

**REGULAR MEETING PACKAGE**

**DATE: Thursday, October 09, 2014**

**DINNER: 6:00 PM / MEETING 7:00 PM**

**LOCATION: EFCL Office, 7103—105 Street**

## **EFCL Board Planning Calendar October, November, December, 2014**

### **October**

**2014**

- 09 EFCL Board Meeting
- 22 EFCL Planning & Development Committee Meeting
- 28 Fall General Meeting
- 29 Dinner Meeting with Catholic School Board Trustees

### **November**

**2014**

- 06 EFCL Board Meeting
- 19 EFCL Planning & Development Committee Meeting
- 22 Leagues Alive

### **December**

**2014**

- 11 EFCL Christmas Staff Dinner/Board Meeting
- 25-31 Office Closed

**Edmonton Federation of Community Leagues**

**Item 1.0**

**Board of Directors Regular Meeting**

**EFCL Office: 7103—105 Street**

**Thursday, October 09, 2014, Dinner 6:00 PM / Meeting 7:00 PM**

**AGENDA**

**1.0 Call To Order (7:00 PM)**

**2.0 Agenda Review (pgs. 3-4)**

**3.0 Urgent Matters / Presentations**

**3.1 Urban Design Competition**  
**Matt Sloan, Urban Systems**

**3.2 EFCL Website**  
**Barb Martowski, EFCL Communications Director**

**4.0 Approval of September 11th Board Meeting Minutes (Attached)**

**5.0 Decision Items (8:00 PM)**

**5.1 Urban Design Competition (pg. 5)**

**5.2 Fall General Meeting Agenda (pg. 6)**

**5.3 Community League Day Event Strategy (pg. 7)**

**5.4 Meeting With Area Councils (pg. 8)**

**COFFEE BREAK—8:30 PM**

**6.0 Exemptions (8:45 PM)**

**7.0 Board Reports**

**7.1 Project Proposal By Board Intern Gary Barron (pgs. 9-10)**

**8.0 EFCL Staff Reports**

**8.1 Monthly Financial Report (pg. 11)**

"That the EFCL Board receive the Financial Advisor's monthly financial report for information."

**8.2 2014-2018 Business Plan And Civic Engagement Review (pg. 12)**

**8.3 Board Development Director's Report (pgs. 13-15)**

"That the EFCL Board receive the Board Development Director's written report for information."

**8.4 Community Planning Advisor's Report (pgs. 16-18)**

"That the EFCL Board receive the Community Planning Advisor's written report for information."

**8.5 Communications Director's Report (pgs. 19-20)**

"That the EFCL Board receive the Communications Director's written report for information."

**8.6 Marketing Director's Report (pgs. 21-24)**

"That the EFCL Board receive the Marketing Director's written report for information."

**8.7 Executive Director's Report (pgs. 25-26)**

"That the EFCL Board receive the Executive Director's written report for information."

**9.0 News From The City Of Edmonton (9:15 PM)**

**9.1 Monthly Report (pgs. 27-29)**

“That the EFCL Board receive the written report for information.”

Stephane Labonne, Office of Great Neighbourhoods, City of Edmonton

**9.2 CLIP Survey Results (pgs. 30-31)**

**10.0 Correspondence**

**10.1 Letter From Car Clubs (pg. 32)**

**10.2 Letter From Heritage Festival Association (pg. 33)**

**11.0 Work In Progress (pg. 34)**

**12.0 Notice of Motion**

**13.0 Motion on Notice**

**14.0 District Updates/Feedback (9:30 PM)**

- Verbal Presentations From Board Members

**15.0 Private Matters (9:45 PM)**

**Item One**

**16.0 Next Meeting/Announcements**

**16.1 Thursday, November 13, 2014, Dinner at 6:00 PM, Meeting at 7:00 PM**

**EFCL Offices at 7103—105 Street**

**17.0 Adjournment**

10:00 p.m.

## 5.0 Decision Items

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 5.1 – Urban Design Competition  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 5.1**

### **Recommendation:**

**That the EFCL partner with Urban Systems Ltd. on an Urban Design Competition in 2015.**

### **Report:**

Urban Systems Ltd., the firm we have engaged to manage and design our 100<sup>th</sup> Anniversary Project, has invited us to partner with them on an Urban Design Competition in 2015.

The plan is to invite post secondary students to work in teams on projects of interest to the competition partners.

Urban Systems would line up the student teams and provide \$10,000 in prize money for the winning designs three different categories. The EFCL would be responsible for determining one of the project categories, as well as provide some guidance for the students and a judge to shortlist the student teams and select the winning entry.

In a meeting with Urban Systems staff last week, we suggested four potential projects for our portion of the competition. They were, in order of priority:

1. Development of a new Community League Hall (within a set budget amount - perhaps \$1 million).
2. Development of different types of Warming Huts
3. Development of Safe, Attractive Neighborhood Bike Routes
4. Development of High Density Family Oriented Housing.

We placed community league hall at the top of our list as we have over 30 leagues that do not have a hall and probably an equal number that are looking to either renovate their existing hall or tear it down and start over. Many of these leagues would find it particularly helpful to get a better understanding of what they would need to include in a new hall and what it would cost. It would also be helpful for them to know the approximate operating, maintenance and repair costs of such a facility.

Urban Systems intends to line up two other partners for the completion, in addition to the EFCL.

The EFCL could also choose to top up the sponsorship money available to the design teams, although it has not been asked to do so.

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 5.2 – Fall General Meeting Agenda  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 5.2**



**Fall General Meeting Agenda**  
**Tuesday, October 28, 2014**  
**Canora Community League (10425-152 Street)**  
**Dinner and Registration 5:30 – 6:30 p.m. / Meeting 6:30 – 9:30 p.m.**

- 1.0 Call to Order (6:30 p.m.)**
  - 1.1 Introduction of Guests, Board Members and Staff
  - 1.2 Message from the President
  - 1.3 Greetings from Sponsors
  - 1.4 Thank You to Heritage Festival Association
  - 1.5 Balconies in Bloom Award Presentations
- 2.0 Adoption of Agenda**
- 3.0 Approval of Minutes**
  - 3.1 Annual General Meeting Minutes (May 21, 2014)
- 4.0 Announcements (7:00 p.m.)**
  - 4.1 Leagues Alive Board Development Conference
  - 4.2 Social Media Workshops
  - 4.3 Membership Supplies
- 5.0 Group Discussions/Survey (7:10 p.m.)**
  - 5.1 Staying Active in the Summer
  - 5.2 Use of Associate Memberships
  - 5.3 Community League Day Consolidation Strategy
  - 5.4 Interest in a Rink Cover or Warming Hut
  - 5.5 Interest in Wind Flag Entries in K-Days Parade
- ..... Coffee Break (8:00 p.m.) .....**
- 6.0 Greetings From Edmonton Ski Club (8:15 p.m.)**
  - Door Prize
- 7.0 2013 Audit Report**
- 8.0 Decision Item (8:30 pm.)**
  - 8.1 100<sup>th</sup> Anniversary Project Interim Funding Strategy
- 9.0 Board and Planning Committee Elections**
- 10.0 Presentations (8:45 p.m.)**
  - 10.1 New EFCL Website
  - 10.2 EFCL Strategic Plan
  - 10.3 SOCAN Negotiations
- 11.0 Community Services Department Report (9:00 p.m.)**
  - 11.1 CLIP Grant Planning Component
  - 11.2 Winter City Initiatives
- 12.0 Staff Reports (By Exemption) (9:15 p.m.)**
  - 12.1 2014 City Budget Request
  - 12.2 Staff Reports
- 13.0 Open Mic - Community League Dialogue (9:25 p.m.)**
- 14.0 Next Meeting Date**

**MEETING DATE :** October 09, 2014

**Item 5.3**

**AGENDA ITEM # :** 5.3 – Community League Day Event Strategy

**PREPARED BY:** Allan Bolstad, Executive Director

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**Recommendation:**

**That the EFCL develop a strategy to encourage leagues to hold a fall event on Community League Day.**

**Report:**

Thanks to good participation from leagues and an excellent promotional campaign, Community League Day is well on the way to becoming the federation's signature event. While only four years old, it has developed a positive and recognized profile with the Edmonton media, local elected officials and the general public that has significantly helped raise awareness of community leagues in general.

That said, we have unfortunately noticed a reduction in the overall number of events these past two years, as well as some "drift", where a growing number of leagues are holding a fall event but it is no longer on Community League Day. Our best information shows that only 52 leagues held an event on Community League Day this year, with another 24 holding an event on another day in September. The numbers were closer to 90/10, respectively, in 2011 and 2012.

This is a significant concern for the federation, as Community League Day only works if the vast majority of our leagues take part. The public attention generated by each league that day feeds on itself (particularly through the social media), our sponsorship and advertising program depends on a collective effort and the general public will soon become confused and to some degree lose interest, if our events are spread throughout the month, as they were prior to our Community League Day initiative.

Hence, we need to do what we can to determine the factors that are working against us and develop a strategy for getting leagues to stay the course and have an event of some sort on Community League Day. This could include a membership survey, discussion at our general meetings and the implementation of various incentives for leagues to hold a Community League Day event.

**MEETING DATE :** October 09 2014  
**AGENDA ITEM # :** 5.4 – Meeting With Area Councils  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 5.4**

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**Recommendation:**

**That the EFCL host a meeting with the eleven area councils early in 2015, to share information and enhance our working relationship.**

**Report:**

It is important to maintain a good working relationship with the eleven area councils in Edmonton. These groups help bring our member leagues together, to work on regional issues and programs, which complements the work we try to do.

We also depend on them from time to time to help with the identification and selection of EFCL directors, as it is often easier to connect with the leagues at an area council meeting than try to call a separate district meeting of the EFCL.

Approximately five years ago, we signed a Memorandum of Understanding with the area councils, which helped delineate our respective roles and working relationship.

In addition, it has been our custom to meet with council representatives periodically, to share information and explore new opportunities for collaboration.

It has been approximately three years since we last met. As such, it is time we scheduled another get together.

Finding a meeting date that works for everyone in a group this size is next to impossible. Hence, it has been our practice in the past to simply pick a date and invite them to attend. If we do it well in advance, before their calendars are set, it generally works out alright.

A meeting early in the new year is recommended, as we have quite a bit on our plate this fall and we should have a better idea of where we are going with our business plan and civic engagement projects by then.



## 7.0 EFCL BOARD REPORTS

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 7.1 – Project Proposal  
**PREPARED BY:** Gary Barron, EFCL Board Intern

**Item 7.1**

### **Community Service Learning Board Internship Project Proposal**

#### *Situation*

In conversation with the Masood Makarechian and Amanda Henry, my own observation of an Edmonton Federation of Community Leagues Board (EFCL) meeting, and some brief conversations with board members I have come to understand that communications between the EFCL and community leagues needs improvement. Hence, improving communications between the EFCL and its constituents may be a viable project for me to undertake as part of my Community Service Learning Non-profit Board Internship Program. Drawing on my past experience and training I have conceived of a possible project for your consideration, an institutional ethnography focused on developing understanding of EFCL and community practices that may facilitate or inhibit effective communications.

#### *Institutional Ethnography*

Institutional ethnography is an approach for research into the social organization of knowledge by examining how organizations shape the everyday experiences of people. The objective is to discover how people's activities are organized by the institutions with which they interact. Institutional ethnography involves examining how people are organized and how the possibilities for certain types of action may be facilitated or limited as a result of official texts such as governing documents (e.g., policy), and local practical realities. In order to develop a clear understanding of facilitators and barriers to particular practices (e.g., clear communication between a local community league and distant board) an institutional ethnographer takes the position of a particular person in an organization and tries to stand in that person's shoes in order to see how that person's experiences are shaped. Such work involves following the person around while they do their work within the organization of concern, examine key documents that are related to such work, and drawing connections between these with practices in other locations. Often the outcome of institutional ethnography is an organizational map that illustrates processes that shape day-to-day experiences and the map can be used to clarify problematic practices that might be remedied in order to improve particular organizational practices (e.g., lines of communication between people), or meet a particular organizational goal.

#### *Proposed Activities*

In order to complete this project I will take on the institutionally situated position of EFCL Board members. This will require two Board members to allow me to examine their schedules, follow them to meetings, and ask them questions about their work as Board members and division representatives. By following these volunteers as they do their work I will be able to learn who they wish to connect with, see who they actually do connect with, and understand how those connections happen. Then I can expand my scope to one or two community leagues within each division and follow the same approach with them in order to see how their time and community league involvement is structured. I will also examine EFCL and community league governance and other related documentation in order to better understand each organization's operations and procedures.

### *Deliverables*

To conclude the project I will provide a written report describing facilitators and barriers to EFCL and community league communications. The report will also provide a map or sketch of the various processes involved in the EFCL and community league operations that may be useful in future planning and activities. While I cannot guarantee that I can deliver an ideal solution to improving EFCL and community league communications, institutional ethnography is well known for identifying systematic problems and providing directions toward resolving them.

# 8.0 EFCL STAFF REPORTS

**MEETING DATE :** October 09, 2014

**Item 8.1**

**AGENDA ITEM # :** 8.1 – Monthly Financial Report

**PREPARED BY:** Linda Crosby, Financial Advisor

<b>EDMONTON FEDERATION OF COMMUNITY LEAGUES</b>									
<b>FINANCIAL REPORT SUMMARY</b>									
<b>Nine Months Ending September 2014</b>									
<b>REVENUE</b>	<b>ONE MONTH</b>			<b>YEAR TO DATE</b>			<b>YEAR END</b>		
	<u>Budget</u>	<u>Actual</u>	<u>Var</u>	<u>Budget</u>	<u>Actual</u>	<u>Var</u>	<u>Budget</u>	<u>Proj.</u>	<u>Var</u>
Grants - Municipal - C of E	41,460	41,465	5	373,142	373,151	9	529,395	529,395	0
Grants - Municipal - Bus.Plan	0	0	0	40,000	40,000	0	40,000	40,000	0
Income	11,533	20,769	9,236	128,893	144,794	15,901	135,120	145,120	10,000
Casino	4,005	2,812	-1,193	25,984	33,228	7,244	38,000	38,000	0
Membership Campaign	0	234	234	24,000	21,836	-2,164	24,000	24,000	0
<b>TOTAL REVENUE</b>	<b>56,998</b>	<b>65,280</b>	<b>8,282</b>	<b>592,019</b>	<b>613,009</b>	<b>20,990</b>	<b>766,515</b>	<b>776,515</b>	<b>10,000</b>
Staff Resources	38,651	35,672	2,979	385,548	386,353	-805	501,500	501,500	0
Contract Services	2,500	413	2,087	22,500	13,859	8,641	30,000	30,000	0
Operations	7,100	5,799	1,301	63,476	69,770	-6,294	84,275	84,275	0
Governance	1,075	303	772	16,525	18,740	-2,215	22,000	22,000	0
C.L. Services - Other	5,300	4,894	406	37,840	27,440	10,400	55,740	55,740	0
Membership Campaign	0	0	0	19,000	22,314	-3,314	19,000	19,000	0
Professional Fees	500	0	0	4,000	4,397	-397	11,000	11,000	0
Business Plan	0	0	0	40,000	40,000	0	40,000	40,000	0
Recruitment	0	0	0	1,363	1,363	0	3,000	3,000	0
<b>TOTAL EXPENSES</b>	<b>55,126</b>	<b>47,081</b>	<b>7,545</b>	<b>590,252</b>	<b>584,236</b>	<b>6,016</b>	<b>766,515</b>	<b>766,515</b>	<b>0</b>
<b>NET OPERATIONAL</b>	<b>1,872</b>	<b>18,199</b>	<b>15,827</b>	<b>1,767</b>	<b>28,773</b>	<b>27,006</b>	<b>0</b>	<b>10,000</b>	<b>10,000</b>
<b>CAPITAL purchases/</b>									
<b>Unrestricted Reserves 1/1/2014</b>							<b>173,708</b>		<b>173,708</b>
Staff Severance	0	0	0	10,000	10,000	0	10,000	10,000	0
Computer Upgrades/Printer	0	0	0	680	680	0	7,000	680	6,320
Northlands	0	0	0	7,887	7,887	0	9,000	7,887	1,113
Office Furniture (Chairs)	1,250	1,250	0	1,250	1,250	0	3,000	1,250	1,750
Office Upgrades	0	0	0	0	0	0	60,000	7,907	52,093
Website Development	5,125	5,125	0	15,918	15,918	0	20,000	15,918	4,082
Business Plan	<u>200,000</u>	<u>20,000</u>	<u>0</u>	<u>39,486</u>	<u>39,486</u>	<u>0</u>	<u>40,000</u>	<u>39,486</u>	<u>514</u>
<b>TOTAL CAPITAL</b>	<b>206,375</b>	<b>26,375</b>	<b>0</b>	<b>75,221</b>	<b>75,221</b>	<b>0</b>	<b>149,000</b>	<b>83,128</b>	<b>65,872</b>
<b>Surplus/(Deficit)</b>							<b>24,708</b>	<b>-73,128</b>	<b>107,836</b>
							<b>VARIANCE</b>		
<b>REVENUE</b>							<b>YTD</b>		<b>PYE</b>
Grants > City of Edmonton slight variance							9		9
Income > Interest & Newsletter advertising under							-2,899		0
Income > Municipal Climate Change Action Centre grant							8,800		8800
Income > Alberta Real Estate Foundation Social Media grant							10,000		10000
Casino > Timing variance							7,244		0
Membership Campaign > Invoiced less than budgeted							-2,164		0
							<b>20990</b>		<b>18809</b>
<b>EXPENSES</b>									
Staff Resources > Underspent in Staff Training, Contract Services							7,836		0
Operations > Website licenses capitalized in previous years, net over							-6,294		0
Governance > Overspent in Conferences							-2,215		0
C.L. Services > Timing variances							10,400		0
C.L. Services > Membership Campaign overspent							-3,314		0
Professional Fees > Overspent in 2013 audit fees							-397		0
							<b>6016</b>		<b>0</b>



Allan Bolstad, Executive Director

Date

**MEETING DATE :** October 09, 2014

**Item 8.2**

**AGENDA ITEM # :** 8.2 – 2014-2018 Business Plan And Civic Engagement Review

**PREPARED BY:** Elaine Solez, Community Planning Advisor

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The final report which summarizes all of the public and member input has been completed, along with the Civic Engagement literature review. Some printed copies are available. The survey results will be posted on the EFCL website after we receive the electronic version. We're aiming to post the survey report before the Fall General Meeting and include a link in the e-news to inform leagues that it is available.

The Civic Engagement literature review, *A Changing Landscape: Exploring Civic Engagement*, will be used to inform the civic engagement processes and tools we intend to create in the proposed project: Realizing a New Approach to Civic Engagement.

The Steering Committee for the business plan/civic engagement review held its final meeting on September 30. The meeting focused on reviewing a draft document, prepared by Western Management Consultants, which responded to the following requests from the City of Edmonton:

- That the outcomes include guidelines that identify a consistent approach for Edmonton Federation of Community Leagues to use when responding to civic matters.
- Based on the results of the report, that Consultants identify recommended changes to Policy C110 City/Community League Relations and to the City of Edmonton and Edmonton Federation of Community Leagues Partnership Agreement.

The draft report will be revised based on the committee's discussion. The report will include principles and recommendations about Policy C110 and our Partnership Agreement with the city, as well as the EFCL Policy on Government Affairs and suggestions about a code of conduct for each party to consider.

Work on the Partnership Agreement is most urgent, since it expired earlier in the year and has been extended until a new agreement is in place. Recommendations include establishing a more formal relationship with the city's Sustainable Development and Transportation Services departments, similar to what exists with Community Services.

Next steps for EFCL include:

- Revising and finalizing the WMC document on EFCL/City relationship (WMC)
- Prepare a short document with visual that shows linkage among the various pieces of the Business Plan/ Civic Engagement project (WMC)
- Announcing the strategic directions at the Fall General Meeting. The Strategic Plan document may be available to post and include in our E-News around that time as well.
- Preparing the business plan, which will contain the activities EFCL will undertake to achieve the Key Results included in the Strategic Plan (EFCL staff – underway).

**MEETING DATE :** October 09, 2014

**Item 8.3**

**AGENDA ITEM # :** 8.3 – Board Development Director’s Report

**PREPARED BY:** Amanda Henry, Assistant Director/Board Development

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## **1. Leagues Alive (November 22, 2014)**

Leagues Alive registration is now open.

<http://efcl.org/EFCLatWork/EFCLActivities/LeaguesAlive/tabid/930/Default.aspx>

We are still finalizing some session details, but all of the topics are confirmed. Our session leaders this year are:

- Alberta Community Development
- Christine Bremner & John Rathberger, EFCL/League volunteers
- Edmonton Chamber of Voluntary Organizations (ECVO)
- The City of Edmonton (on hall upgrades)
- EFCL Community Development & EFCL Planning
- Volunteer Edmonton
- Parcom Online (our social media training program partner)
- The ARPA Communities Choosewell Program
- Make Something Edmonton & the Oliver Community League

We are also hosting some panel sessions this year. We are excited to announce that we have three past City Councillors joining us for a panel discussion on Making the Right Impression at City Council. Those Councillors are:

Linda McCulloch (Sloan), *Ward 1: 2004-2013*

Michael Phair, *Ward 4: 1992-2007*

Kerry Diotte, *Ward 11: 2010-2013*

In addition, there are a couple of things that we would be sincerely grateful to have some board assistance with:

- We are still looking for panelists for the “Growing your Membership” Panel Discussion. If you are aware of league board members who have some experience as membership directors or membership drive coordinators, please send me their contact information. Leagues that have had successful drives or sustained/consistent success would obviously be a great fit, but leagues that have struggled with growing their membership in the past may also have great stories to share.

- Encourage leagues in your districts to plan on attending Leagues Alive this year

- Plan to spend some time (no more than a couple of hours) helping EFCL staff do phone calls out to leagues in late October to encourage them to come to Leagues Alive and to the RGM.

- A more detailed call for volunteers will be going out this month and board members will be most welcome to help out with the conference.

- Please plan on joining us for lunch at the conference.

Here is the program for this year:

	Room 9-211	Room 9-215	Room 9-216	Room 9-217	Room 9-218
8:30— 9:00 AM	<b>Registration (Room 9-100)</b>				
9:00— 10:30 AM	<b>Tips on Hiring &amp; Managing Staff</b>	<b>Following the Money:</b> Things all board members should know about league finances	<b>Building Bridges:</b> Creating Neighbourhoods Inclusive to Newcomers	<b>Social Media &amp; Storytelling</b>	<b>Growing Your Membership</b> Panel Discussion
10:30— 10:45 AM	<b>Refreshment Break (Atrium)</b>				
10:45 AM- 12:15 PM	<b>Board Member Roles &amp; Responsibilities</b>	<b>AGLC Use of Proceeds:</b> What can we use casino/bingo \$ for?	<b>Taking Care of your 'People Power:'</b> Attracting & Retaining Volunteers	<b>Choosewell: Community-Led Healthy Living Initiatives</b>	<b>Making the Right Impression at City Council</b> Panel Discussion
12:15— 2:00 PM	<b>Lunch with City Council &amp; the EFCL Board (Room 9-100)</b>				
2:00— 3:30 PM	<b>Boosting Board Productivity</b>	<b>What to Expect When You're Expecting... to do a Major Hall Upgrade</b>	<b>How about those Development Permit Notices, Eh?</b>	<b>Make Something Edmonton: Community League Style</b>	<b>Your Abundant Community</b> Panel Discussion



## 2. Community League Social Media Training Program

We will be launching this program in November 2014, and conducting the pilot workshops funded under the grant between November 2014 and January 2015. We are working with Parcom Online to develop and deliver several workshops throughout the city.

These workshops are **free to attend** for community league volunteers and EFCL staff and volunteers. Space permitting, we will also invite CRCs.

The workshops are going to be 3 hours long, and will help leagues explore ways to use social media to effectively engage with members of their community and share their stories. We'll cover concepts like strategies for building your audience, page moderation, and ways to tap into Edmonton social media tools and communities such as [www.yegishome.ca](http://www.yegishome.ca).

We're in the process of finalizing the program and booking training dates. Stay tuned!

## 3. EFCL Budget

I attended EFCL's meeting with City Council on September 15 with many of our EFCL Board members.

Work continues on the presentation of EFCL's 2015 budget requests to the City of Edmonton. I'm also in the process of putting together a summary of my projects and goals as part of EFCL's new business plan.

#### **4. Community Services Committee Discussion about Community League Halls**

I attended Community Services Committee on September 29 to speak to a report being tabled by City Administration on the use and renovation of community league halls. The report was brought forward in response to the following inquiry from Councillor Oshry:

*"I would like Administration to provide information on community leagues and facilities; how many leagues have or are changing facilities; how the facilities have grown and how the usage has changed over the years. Please provide information on what the community leagues' mandate is concerning their facilities, and what challenges/opportunities they now face in that regard.*

*As well, information on past and current funding models for the leagues and their facilities, and the responsibilities of the community leagues, the City, and other governmental partners to fund infrastructure."*

The full report presented is available and can be accessed through this link:

<http://sirepub.edmonton.ca/sirepub/mtgviewer.aspx?meetid=1284&doctype=AGENDA>

The City Council members present at the meeting had a lengthy discussion about the report and asked both EFCL and the administration a lot of questions about leagues. Topics of interest to members of City Council included

- The status of EFCL and individual leagues' investigations into having charitable status. I noted that it is an area we are currently investigating.
- The degree to which halls are currently being utilized and the opportunities to improve. Several Councillors were concerned that halls are being under-utilized, but were using 24/7 availability to assess whether or not halls are being well-used. I tried to stress that the logistical and administrative challenges associated with having volunteer-operated buildings in residential areas used 24/7. Shooting for staying open during business hours, 5 to 6 days per week, would be more reasonable (40-50 hours). According to the report presented, leagues average 32 hours of use per week per facility (16 hours of league use and 16 hours of rentals).
- The feasibility of allowing commercial activity in halls to improve usage and revenue opportunities for leagues was raised. I told Council that this matter would have to be taken to the EFCL's board of directors.
- The city administration and EFCL were asked to describe what they do to support leagues during construction and renovation of their hall, in order to make sure they build facilities they can afford to complete and afford to run. Councillor Oshry moved a motion for a follow up inquiry on this topic "That Administration provide a report outlining current collaboration with community leagues, specifically relating to preparing needs assessments, business cases and project management of community league halls." The report is to be presented to the committee in January 2015.

#### **5. Progress Report on Recent Activities**

I had a great time helping out at the Community League Day Media Event and visiting some league events in District F on Community League Day.

I am in the process of booking board development workshops with eight community leagues in October and November and assisting with two bylaw reviews. September was quite a busy month for fielding league inquiries by phone and email. I have also spent quite a bit of time this month working with CRCs on some league board development questions.

**MEETING DATE :** October 09, 2014

**Item 8.4**

**AGENDA ITEM # :** 8.4 – Community Planning Advisor’s Report

**PREPARED BY:** Bev Zubot, Community Planning Advisor

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## **1. Planning Committee Responds to Proposed Height and Grade Changes in Zoning Bylaw**

The EFCL Planning Committee reviewed the recently-circulated, draft changes along with an analysis of these changes by Fred Mitchell, our ad hoc advisor. We will be forwarding our comments to city administration shortly. Following are some of our initial comments:

- The proposal allows the Development Officer (DO) to establish an alternate method of calculating grade where there is a hardship associated with the site. This regulation requires the DO to respond to hardships to the applicant while completely ignoring the potential negative impact on the neighbours. We suggest that the Development Officer may choose an alternate method for calculating grade only if, a) the strict application of one method would result in a development that would unduly interfere with the amenities of the neighbourhood; or would materially interfere with or affect the use, enjoyment or value of neighbouring properties, or b) an alternate method is needed to mitigate an unnecessary hardship or practical difficulty peculiar to the Use, character, or situation of the land or a building, which is not generally common to other land in the same Zone. (This is wording taken from the Municipal Government Act) Furthermore, if the DO uses an alternate method to calculate grade, the development should be designated Class B (thus requiring public notice) and any notice of issuance of a development permit must state that the DO chose an alternative method of calculating grade.
- When a sun shadow study is required, the shadow impact should be evaluated based on the difference in shadow at the March equinox between the largest three-dimensional building massing that is a permitted use and the three-dimensional massing of the proposed building.
- If the Development Officer requires a sun shadow study due to potential adverse effects on nearby property, the nearby neighbours and community league should be notified.
- Include a regulation that requires the applicant to submit information relating to the drainage impact on nearby sites.
- Ensure the most accurate methods of measuring elevation are used.
- Incorporate height regulations for Radio communication and Broadcasting Antenna Systems (including cell towers) into the Zoning Bylaw so that development permits are required, and a public hearing is mandatory if changes are made to height regulations.
- The proposed regulations and new methods for measuring height and grade would make it easier to get a variety of roof types approved without special variances. This may result in more interesting architecture.

Given the technical nature of the proposed amendments, city administration is receiving feedback until the end of October. We will be asking the city administration to provide some samples of buildings developed under the existing regulations versus the proposed regulations in order to provide a better understanding of the impacts. This information would be distributed to the leagues.



## **2. Infill Roadmap – RF1 Subdivision and Garage/Garden Suites**

The city administration has not yet shared draft zoning bylaw text amendments regarding the subdivision of RF1 (single detached house) lots, or the new regulations for garden/garage suites; however, the EFCL Planning Committee has discussed what we would like to see in the regulations.

It is known that some leagues in neighbourhoods with large lots prefer that the subdivided lots be no less than 50% of the average lot size on the block. Not everyone on the Planning Committee agreed thus the Committee chose to stay neutral on this point and merely inform leagues of the alternate regulations which could be considered.

The Planning Committee agreed to recommend to the administration that existing top of bank regulations be applied to subdivided RF1 lots abutting Environmental Reserve (river or ravine banks). The regulations require a public upland area setback of at least 10 meters from the crest of the bank, plus restrictive covenants restricting the uses such as swimming pools and sprinkler irrigation which could lead to more rapid erosion of the bank.

The proposal to allow garage/garden suites to be built taller than the principle residence was a concern for the Committee. The concerns were primarily regarding the massing effect and reduced aesthetics. It was decided that we would ask Administration to include a regulation requiring a treed buffer if the garage/garden suite was taller than the house.

## **3. Complete Streets Funding for Arterial Road Rehabilitation**

The Planning Committee passed a couple of motions in September as a follow-up to the earlier expressed concern that the City was providing funding for “like-for-like” rehab of arterial roads, and not funding improved conditions for walkers and cyclists on these roads.\

Hence, the following motions were passed:

*PDC support complete streets funding for arterial road rehab at the October 1, 2014 Transportation Committee meeting of City Council.*

*PDC recommend integrating Complete Streets into the arterial road renewal budget for the next capital planning cycle (2019-2022) if a separate Complete Streets budget is recommended for the 2015-2018 capital plan.*

Elaine forwarded these Planning Committee recommendations to the city’s Transportation Committee, along with examples of several arterial roads which need sidewalks and bike infrastructure as part of the bike network in the city transportation plan, along with traffic lights.

On October 1<sup>st</sup>, 2014, Transportation Committee expressed support for the addition of \$10.9 M in the next four year capital budget for the complete streets enhancements during major arterial renewal. This dedicated complete streets budget would likely not have been considered in the next budget if it had not been for the intervention of EFCL.

## **4. Winter Design Guidelines**

The EFCL’s planning committee members are going to speak with their district leagues about ideas for winter design guidelines for neighbourhood parks and residential neighbourhoods and bring suggestions back to the October PDC meeting. The city’s Winter Design team will be at the next meeting to get further suggestions. Please pass along any suggestions you may have.

## **5. Neighbourhood Redevelopment Corporation Idea Alive And Well**

The EFCL has been taking every opportunity to promote the idea of establishing neighbourhood redevelopment corporations to undertake neighbourhood-driven redevelopments, particularly in areas where there has been little private sector uptake on redeveloping undesirable sites such as abandoned gas stations, dying strip malls and long-time vacant sites. This was first recommended to the Task Force on Community Sustainability in 2009. The recent EFCL Infill Roadmap letter to Council and the subsequent Edmonton Journal article on non-profit redevelopment corporations sparked expressions of interest from The Edmonton Community Foundation, a local architect and one of our community leagues.

In addition we have discovered that Urban Systems, the company we hired to design and manage our 100<sup>th</sup> Anniversary Project, has been speaking with at least one community league about starting a non-profit development corporation. Some profits from the corporation's projects would go to the league.

In the meantime Edmonton City Council has directed the city administration to work on a business plan for a 'for-profit' municipal development corporation. This corporation would develop city-owned lands. Profits would go to the sole-shareholder – the city.

**MEETING DATE :** October 09, 2014

**Item 8.5**

**AGENDA ITEM # :** 8.5 – Communications Director’s Report

**PREPARED BY:** Barb Martowski, Communications Director

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We’ve had, what in my mind, is a very successful September in terms of our social media communications – much of that is thanks to Community League Day. Besides the regular print insert and media launch, we began an aggressive social media campaign to increase our numbers, especially on Twitter.

Our campaign goal was that we would reach 4,000 followers on the hashtag, #CLDay2014 that we created for that day. By 3 p.m. on Sept. 20, we had surpassed it. I was also told that our hashtag also trended on twitter.

I would like to thank every board member who got involved with the campaign. The tweets you sent out up to and on Community League Day made a difference.

As a result of that Twitter campaign, we also increased our followers on Facebook and definitely raised awareness for both the EFCL and our member leagues in the city. Community League Day also received some great press coverage, both leading up to and after the fact.

### **Monthly Analytics (Readership Numbers)**

#### **Bi-weekly ENews:**

The latest issue of our ENews went out Sept. 15. We lost three subscribers and gain two, so we are holding our own. The number of opens for this past issue is up (36.3%) from the previous issue, which continues to be a good sign. Our click-thrus, meaning those folks who are clicking on the various links in the ENews to read full stories, is up another 2% to 6.5% - way above the non-profit industry standard of 2.5%.

#### **Facebook:**

As of Sept. 30, our total page “likes” is now 1,309 - up by 75 new followers since my last report. That is double compared to our August increase. Our reach and engagement numbers are also improving significantly. As mentioned before, statistical data for Facebook is curated by the week. Our numbers show we are up 84.8% in people reached and up by 76.3% in engagement over the last report. Those are huge numbers.

Since we receive notification on who “likes” us, I would like to say that while there is a solid number of like-minded companies and associations liking us, there is also a good deal of individuals. These people are either existing CL members or they soon will be. They would not be interested in us otherwise. The same can be said for our Twitter account.

#### **Twitter:**

As indicated, the Community League Day campaign was a success. We now have 4,042 followers – up by 153 people. This may seem like a small growth number, but in the twitter world, it is not. What this means for us is ensuring we continue to tweet out significant information that these followers will re-tweet on their pages – it is these followers we are after – the secondary group. In short – spreading the community league movement beyond just those following us.

**Website:**

As mentioned in my previous report, the goal for both PDERAS and myself was to have a soft launch of the new website on Sept. 15. We have now moved that deadline to Oct. 10.

The time period I gave myself for loading content from the old site to the new site was woefully underestimated, especially with the concentration of time and resources needed for Community League Day 2014.

***Current website analytics for the period of Sept. 1 to Sept. 30:***

Visits to our current site have dropped by 20% since my last report and our bounce rates continue to be around the 60% mark. It's not all doom and gloom. For CL Day 2014, or more specifically, Sept. 19, we had more visitors than any other day in the previous 30 days with the most looked at page being our Community League Day page. People were checking out the events.

***Promotion updates:***

Promotion has begun for both Leagues Alive and the Oct. AGM on all platforms, including loading all the info onto the new website as well as the old website.

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 8.6 – Marketing Director’s Report  
**PREPARED BY:** Nora Begoray, Marketing Director

**Item 8.6**

## 100<sup>th</sup> Anniversary Project Update

### Environmental and Development Progress:

Allan and Matt Sloan from Urban Systems presented our project to the Edmonton Design Committee (EDC) in mid-September. This committee, which is appointed by city council, needs to approve the project before we will get a development permit. The committee quite liked our approach and had some relatively minor constructive suggestions to make. We need to address these when we make our second and final presentation to them this winter.

Once we complete the city’s environmental reports we will proceed with detailed design. This is expected to take four to five months to complete, at a cost of \$200,000 - \$250,000. Urban Systems will be consulting with the Lafarge team assigned to our initiative all throughout the detailed design process to ensure the finalized plan can benefit from the joint expertise.

### Edmonton Heritage Council Funding:

On September 30th we submitted a grant application to Edmonton Heritage Council for \$15,000 funding to hire a research coordinator to help the 100 Story committee assemble and compile historical information. This person will also work with the consultant to determine where and how we will display all of the material.

### Heritage Festival Association Funding

We received a very nice letter and a cheque for the first installment of the Heritage Festival Association Donation to our 100<sup>th</sup> Anniversary project which will be \$100,000 paid over the 2014, 2015, 2016 years.

## Community League Day & Media Event Launch



Community League Day  
September 20<sup>th</sup>, 2014

76 event kits were picked up, the general feedback was that leagues enjoyed receiving the party supplies, the city recreation family passes and loved the re-usable signage too!

We saw that signage in action when all staff took EFCL on the road to all of the many CLDay events. Staff reported great efforts and successful parties all around the city, and why not with such a wonderful warm and sunny weather day we had!

See some great pics and share your photos of the day on EFCL’s [FLICKR account](#). Dropbox, or email to [communications@efcl.org](mailto:communications@efcl.org) or [marketing@efcl.org](mailto:marketing@efcl.org) and we will get them up for the leagues to see!

## Community League Day Media Event Launch – 2014

- Not quite as sunny but it didn't really rain on us. Whew!
- We showcased some league events such as Ritchie Classic Car Show and Parkallen Basketball Court Grand Opening as well as a few others to highlight the diversity of what our leagues are doing and the benefits of our amenity building activities!
- We got some good media coverage.
- We had great board representation attending. Thank you.
- Next year music/talent/comedy J and start working on the mayor attendance strategy now!



### Corporate Sponsor News:

**REALTORS** – Jon Hall, Marketing Manager with REALTORS has left his position to be an independent consultant, he has been a very strong EFCL and community supporter, working with us to help secure funding and develop our upcoming social media workshops. We thank Jon for his passionate service and wish him the best.

**FC Edmonton & FIFA 2015**—We are currently working with both organizations to bring some benefits to our community soccer teams this year. We are exploring ways to help leagues fundraise, and ramp up the excitement for their soccer registrations this winter.

### Sponsorship at EFCL Annual General Meetings

We have also received feedback from our suppliers that our Tradeshow has been missed. So we would like to open up our Annual General Meetings to more potential sponsors with the following opportunities:

**1. Door Prizes** – *(three available) we currently offer this and will continue.*

We offer to recognize the donations before, during and after the event in our digital league communications in our E-news, Website or Social Media platforms and we offer companies the opportunity to display information at a table at the event. League presidents would then have the opportunity to pick these up if it is a product or service of interest.

**October GM Prize:** \$600 Ski Package prize from Edmonton Ski Club. For prizes worth \$500 or more, we would like to give them five minutes on our agenda, to award prize and deliver a community support message.

**2. Dinner sponsors** *(one or two available)*  
***(Tonight's dinner brought to you in part by: XYZ company)***

Typically, the cost to supply dinner and refreshments is between \$3,000 - \$4,000

We would like to try promoting a Dinner Sponsorship which could look like this:

For \$1,500, recognition as a dinner sponsor in communications before, during and after event (Agenda package) - Table display set up, with two representatives allowed to attend - 5 min on agenda to bring community support message.

### **3. IDEA: GM's as mini rotating tradeshow.**

Six Table Displays per GM – in the lobby, along edges, venue dependant, layout TBD.

We would feature what is relevant for community leagues at that time of year: i.e. Fall GM – Suppliers with Winter promotions – Winter GM promotes Spring Promotion Organizations and Spring promotes Summer/Fall options etc.

### **Windflags at Fall General Meeting to promote Northlands K-Days Parade**

- We will be purchasing two EFCL windflags to display samples at the October GM
- We will survey the membership to ascertain interest in a Community League parade entry at the K-Days parade with EFCL and the leagues displaying potentially 157 such flags. If we find out that there is interest, we will begin putting together a formal detailed proposal for cost and potential participation options. This will be presented at the February GM.

### **Marketing Community Leagues through Membership Supplies**

I recommend expanding our membership supply options in February to include:

- Community League Volunteer Lanyards (generic for cost effective option or customized)
- Community League Volunteer Pinneys (easy for volunteers at events, re-usable and bulk ordering might make it as cost effective as t-shirts.)
- Welcome posters/signage with the welcome 'different language' graphic for Community League Halls. Similar to our Cultural Inclusion brochure – Promoting Community League Culture.
- Membership Promotion Posters: with benefits of Community League Membership.

We also need to capitalize on the "slow movement" which acknowledges the benefits of community league memberships. This includes the following:

#### ***Local friendships and connections made in the community.***

Buying local, living local and investing local. Membership in your community league is an *investment* into your neighbourhood and an investment into the quality & satisfaction of your residential life.

Having local amenities, local programs and local activities means people are out and about in your neighbourhood.

*This also equates to a safer neighbourhood.*

Having local amenities, local programs and local activities means people are bumping into each other and connecting with each other.

*That means your community is a friendlier more enjoyable place to live.*

Having local amenities, local programs and local activities means everyone can easily access active and healthy options low cost or free.

*This also means your neighbourhood is vibrant and desirable which is reflected in the property value of your home.*

## **When you support your community league through membership you are supporting:**

- Healthy living through community gardens and community sport and recreation programs
- Low income families, who can come to the park for fun activities and a free hot dog.
- More connections for local seniors, student populations, ethnic cultural groups and newcomers to your neighbourhood.
- A safe space for a local youth to develop skills, talents, grow a volunteer ethic, and learn about communal sharing of responsibilities and community teamwork.

I know I am reporting to the converted, but society in general is beginning to recognize what we have known for years... that living locally matters. There is also a growing interest in "slow" movements, which are about taking our world back, from globalization to localization. Here is some further reading on "slow" and "living local" movements which help make our case.

[http://en.wikipedia.org/wiki/Slow\\_Movement](http://en.wikipedia.org/wiki/Slow_Movement)

<http://www.slowmovement.com/>

<http://www.live-local.ca/>

<http://slowmoneyalberta.org/>

<http://www.slowfoodedmonton.ca/about/>

<http://www.thelocalgood.ca/quest-post-take-life-more-slowly/>

[http://www.create-the-good-life.com/slow\\_movement.html](http://www.create-the-good-life.com/slow_movement.html)

<http://www.bbc.co.uk/dna/place-devon/plain/A72342632>



## **Corporate Sponsors:**

Invitations to Leagues Alive are going out to our Corporate Sponsors this week. It will include a listing of their sponsorship opportunities at the event.

- This year the room sponsors will have an opportunity to set up a display in the room.
- We have also offered a reduced rate for non-profit sponsors.
- *Action: If you know of organizations that would benefit from connecting with community leagues through conference sponsorship please pass on my email address [marketing@efcl.org](mailto:marketing@efcl.org) and I can help them get involved.*
- We are also in the process of securing event prizes, swag bag contents, etc. for the conference.



**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 8.7 – Executive Director’s Report  
**PREPARED BY:** Allan Bolstad, Executive Director

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**Item 8.7**

### **EFCL Meets with Edmonton City Council**

Board and staff members of the EFCL were pleased to meet and discuss federation business with members of City Council for one hour on September 15. Mayor Don Iveson and five councillors (Andrew Knack, Scott McKeen, Michael Walters, Ben Henderson and Bev Esslinger) were present.

The federation took the opportunity to provide a quick summary of the civic engagement survey we completed earlier this year, as well as give them a preview of the budget requests we’ll be making this fall. This includes funds to help our leagues refine and improve their civic engagement practices; to develop a new vision for a healthy, well-designed neighborhood; to develop a new financial stability and governance model for the EFCL and to help cost share the environmental work that needs to be done on our 100<sup>th</sup> Anniversary Project.

We also plugged our desire for a Neighborhood Development Agency and gave them a quick update on the key programs we have scheduled for this fall.

Unfortunately, some members of council seemed cool to our civic engagement projects, as they believed much of the work we identified fell within the city’s purview and would eventually be covered by the city’s civic engagement exercise.

Councillors also stressed the need for an environmental review of our 100<sup>th</sup> Anniversary Project and seemed to miss the point about only doing what was obvious and necessary.

They did express some interest in further discussing the idea of a Neighborhood Development Agency.

It is our intention to continue with one-on-one meetings with councilors this fall, beginning with those who were not at the briefing session.

### **Edmonton Non-Profit Umbrella Organizations Compare Notes**

The Edmonton Chamber of Voluntary Organizations (ECVO) brought together a number of senior staff of umbrella non-profit organizations to discuss issues of mutual concern on Sept. 30.

In addition to the EFCL, representatives were there from the United Way, Edmonton Arts Council, Edmonton Heritage Council, Edmonton Sports Council, Edmonton Multicultural Coalition and Volunteer Edmonton.

A range of concerns were raised at the meeting, including the fingerprinting of volunteers for security checks, an apparent move by the province to force volunteers out of the casino business and the lack of support for volunteer organizations that experience operational and financial problems.

It was also noted that a highly-touted, provincial task force of non-profit representatives had been disbanded after failing to produce any tangible results over a three-year period. Many in the room felt the province wasn’t serious in listening to concerns of those in the non-profit sector and the task force was a pointless exercise.

The primary action plan agreed upon at the meeting was the development of a short list of requests that would be put to provincial candidates in the lead up to the next election.

### **EFCL Asked to Spearhead Social Housing Strategy**

David Berger, who has been pushing for the development of a social housing strategy, has left his position as assistant director of the Boyle Street CO-OP. Consequently, he has asked the EFCL to consider taking the lead on development of a strategy, which would include creation of a panel to facilitate discussions between project proponents and community groups.

I informed David that our board would like to see a strategy developed that would help disperse social housing projects throughout the Edmonton region. We are also amenable to the idea of a facilitation group, so long as it doesn't have any decision making powers. However, we had no intention of leading this initiative and were looking for social housing project proponents to take charge.

David said he would report back to us after he met with Councillor Michael Walters on Oct. 9. However, he noted he has not heard anything more from the city about the development of a strategy, even though it was the city's intention to have one in place when the moratorium on inner city projects is lifted next year.

### **Meeting with the Edmonton Catholic School Board**

Board members are reminded of the dinner meeting we have scheduled with the Edmonton Catholic School Board. It is set for 5:00 p.m., Wednesday, Oct. 29, at the EFCL office.

We will use the opportunity to discuss the board's school consolidation plan and community usage of school buildings generally, along other topics of mutual interest.

### **Christmas Board Meeting**

In keeping with past tradition, the EFCL will hold its Christmas dinner and board meeting off site once again this year.

We have decided to use the lounge area in Leefield Community League hall (7910-36 Avenue), following last year's successful session at Strathcona Centre Community League. We have found that a catered dinner at a community league hall is quite a bit cheaper than booking a private dining room in a hotel or restaurant and every bit as nice.

The dinner and meeting will be held on Dec. 11, which is our normal monthly meeting night.

## 9.0 NEWS FROM THE CITY

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 9.1 – News From The City Of Edmonton  
**PREPARED BY:** Stephane Labonne, City of Edmonton

**Item 9.1**



### **EFCL Board Meeting, October 09, 2014 News from the City of Edmonton**

**THE WAY WE MOVE:** Supports the 10-year Goal - *Shift Edmonton's Transportation Mode*

#### **Pedestrian safety is everyone's responsibility**

*Shorter days mean less visibility, increased collision rate*

As the days get shorter Edmonton's pedestrian collision rates get higher. This fall, the City of Edmonton reminds motorists and pedestrians to watch out for each other on the road.

Recent Office of Traffic Safety (OTS) studies show that one third of traffic collisions involving a pedestrian occur between the months of September and November.

Since 2009, there have been 1,563 pedestrian collisions on Edmonton roads. In 2013 alone, collisions resulted in 317 pedestrian injuries or fatalities. Seniors are a particularly vulnerable group and are more likely to be seriously injured or killed if struck.

Keeping everyone safe means more than just having pedestrians cross at intersections or crosswalks.

The Office of Traffic Safety has some tips on staying safe during this fall:

#### Pedestrians

- Cross with care. Make eye contact with drivers and wait until traffic has stopped before you cross.
- Pay attention. Avoid distractions such as texting.
- Get noticed. Wear bright clothes and reflective gear, especially in low light or poor weather.
- Be predictable. Use crosswalks and intersections. Never jaywalk.
- Heads up at intersections. Don't start to cross on the flashing hand or countdown signal. Finish crossing quickly if you've already started.

#### Motorists

- Be alert for pedestrians at all times, especially at intersections and crosswalks, and even more so in low light or poor weather.

- Pay attention. Avoid distractions such as texting.
- See and be seen. Make eye contact with pedestrians.
- Watch for vehicles slowing down around you. They may be yielding to a pedestrian.
- Heads up at intersections. Follow traffic lights, not the flashing hand or countdown signal. Pedestrian signals aren't always timed to traffic lights.

For more information visit: [www.edmonton.ca/headsup](http://www.edmonton.ca/headsup)

### **New Bike Routes Identified for Downtown and Old Strathcona**

83 Avenue and 102 Avenue are the top ranked locations for the City's newest bike routes through Downtown/Oliver/Glenora and in Strathcona/Garneau.

Earlier this year, several bike route options were identified for Old Strathcona (from Mill Creek Ravine to 109 Street) and the Downtown area (from 107 Street to 136 Street). A detailed review of 16 criteria, including safety, route connectivity, pedestrian and vehicular conflict points, maintenance implications and public feedback determined the top ranked location of each route.

Edmontonians are invited to join City staff to consider the design options for the two bike routes:

#### Downtown Bike Route

Wednesday, October 29, 5pm

Robertson-Wesley United Church, 10209 123 Street

#### Strathcona Bike Route

Thursday, October 30, 5pm

Maple Leaf Room, Lister Hall Conference Centre

University of Alberta, 87 Avenue and 116 Street

The City of Edmonton is committed to providing Edmontonians with transportation options. Bike lanes are part of a plan that also includes expanding LRT, increasing transit options, making the City more walkable and encouraging carpooling.

### **Building Great Neighbourhoods**

Neighbourhood Renewal is ongoing in neighbourhoods across Edmonton until November.

Several neighbourhood reconstructions are expected to be completed in 2014, including Argyll, Delton, Grovenor, Hazeldean, King Edward Park and North Glenora.

Neighbourhoods begun in 2014—Cromdale, Glenora and Laurier Heights—will have construction wrap up this fall and pick up again in spring 2015.

Planning and design continue for neighbourhoods selected for reconstruction in 2015 and 2016. This fall the City will host a second design meeting with the Westmount neighbourhood as part of the 2015 reconstruction and Complete Streets pilot project. Between September and November the City will also meet with community leagues in Lansdowne, Lauderdale and Queen Mary Park to discuss neighbourhood reconstructions scheduled for 2016.

To learn more about neighbourhood reconstruction and the Building Great Neighbourhoods initiative, please visit [www.edmonton.ca/BuildingGreatNeighbourhoods](http://www.edmonton.ca/BuildingGreatNeighbourhoods)

### **Fall Tidying = Less Spring Cleanup**

By picking up the litter and leaves around your property this fall, you'll cut down on the work you'll need to do next spring—and it won't be a soggy mess! Keep these pointers in mind:

- Clean out your garden to prevent winter mould and other contamination.
- Don't overstuff bags with leaves and twigs. A bursting bag means extra work.
- Pick up any forgotten litter around your waste bins.
- Put yard items away to enjoy next year. Who wants rusty tools or water-logged lawn furniture?

When you're out for a walk, bring a bag to collect some litter - picking up even one or two pieces makes a difference!

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 9.2 – CLIP Survey Results  
**PREPARED BY:** EFCL CRCs, City of Edmonton

**Item 9.2**

**Fall 2013 CLIP Survey Analysis**

33 leagues answered questionnaire  
 (22% of all leagues – 91% of responding leagues plan on applying in the future)  
 77 different leagues have successfully applied for a CLIP award since 2011 including 13 twice,  
 and 7 three times  
 22 CRCs responded

Key Areas for Improvement	Implemented for 2014	To Be Implemented for 2015
Simplify application and only ask for relevant information (especially basic projects/small grants)	Pulled a number of the questions into a section for only intermediate & extensive projects (medium & large grants)	Review of application form and information requested with finance Dept. & CRC Evaluation Committee to see how it can be simplified and not ask for any unnecessary information for each grant size category
Clarification of exactly what information is required, project type categories (e.g. 'preserve' and 'rehabilitation' and eligible/ineligible expenses, projects requiring parkland change and those not, clarify processes for leagues around NPDP vs CLIP parkland change	More precisely worded clarification of required documents in checklist.	Review definitions for project type categories, combining components into one submission, etc.
Same information submitted to more than once to City (e.g. Parks, Grants, CLIP & CLOP)	Leagues submitting annual financial statements with CLIP won't need to submit again for CL operating grant. Continuing discussions to streamline processes internally.	Continue to improve processes to avoid duplication
More support for leagues, e.g. project management, more help with completing final project report, resource library		Manual for leagues undertaking projects (NPDP, CLIP) Hold orientation sessions in spring 2014 & fall 2014 for leagues and include info on final project reporting and successful leagues to share experiences

**Other Information from Survey Results:**

- Majority of leagues want to receive information about CLIP from their CRC (69%)
- Feedback received on content of orientation sessions which will be reviewed and influence content of future orientation sessions, e.g. majority of leagues would like to receive info on final reporting (74%), information & tips on completing forms (60%) and Guide (60%)
- Support provided for the other resources on the web site, though a suggestion that they should be more specific to league situations, and asked for sample successful applications
- EFCL could provide more support to leagues interested in applying for a CLIP grant

**Other Ideas Suggested for Future Consideration:**

- Treat emergency work differently than other projects - reconsider project types
- Increase maximum size basic project/small grant and extensive project/large grant - Review grant size categories, and possibility of increasing maximum large grant
- Consider how to address the difficulty in getting up to date quotes with the length of time it takes to process grant and cost overruns resulting from time span to do project - any way to have standard costs for common projects, e.g. reroofing tends to be so much per square ft., etc., perhaps don't ask leagues to provide detailed info if not going to be successful
- Find a way for leagues to monitor status of their application
- Change matching ratio (City pay more than 50%)
- Consider whether any furnishings could be included as they are also essential for the operation of the facility,

**Accolades**

- Leagues appreciate having program to apply for infrastructure projects.
- Leagues are now motivated to update & refurbish their facilities and to create safer & more accessible spaces.
- Having to submit applications to CRCs is a useful trigger to bring leagues into the parkland change process.
- Program has evolved positively, e.g. "Other Resources" on the City's web site with examples in layman's terms
- Posting application form and guide on web site makes it more accessible to leagues at any time
- Application process worked well and efficiently run, and fairly straight forward, and communication & updates were received through email.
- Program easy to access & recommended by our CRC, application detailed & well laid out, time consuming but understand why
- Quick decision making helpful
- A lot of valuable support from our CRC
- CRCs & grants office invaluable for their expertise & tireless efforts to be fair & equitable in their recommendations for distribution of funds
- would not change anything about the process - application detailed & straight forward, and communication & updates were received through email
- an awesome program and helping many leagues render facilities useful again - a great program

## 10.0 CORRESPONDENCE

**Item 10.1**

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 10.1 – Letter From Car Clubs  
**PREPARED BY:** Marilyn Belcourt, Mainstreet Cruisers Car Club

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Hi Allan,

The Mainstreet Cruisers Car Club and the Edmonton Street Rod Association  
Thank the EFCL for their invitation to the Media Launch for Community  
League Day.

Everyone had a Great time and enjoyed being a part of this day.

We also Thank you for the lovely lunch that was provided as it gave us the  
opportunity to talk and meet new people and share our passion for old cars.  
We find the old cars are always an attraction as they bring back so memories for people.

You and your team from EFCL should be very Proud of the very Successful Media  
Launch of Community League Day 2014.  
In all everything was Great.

With our Appreciation,  
Marilyn

Marilyn Belcourt  
Mainstreet Cruisers Car Club  
Edmonton Street Rod Association



**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 10.2 – Letter From Heritage Festival Association  
**PREPARED BY:** Jack Little, Executive Director

**Item 10.2**



September 25, 2014

Alan Bolstad, Executive Director  
Edmonton Federation of Community Leagues  
7103 105 Street  
Edmonton AB T6E 4G8

Dear Alan

It is the distinct pleasure of the Edmonton Heritage Festival Association to support the 100<sup>th</sup> Anniversary of the Edmonton Federation of Community Leagues.

Enclosed please find our first of three payments.

We particularly like the Federations plans for the improvement of Edmonton's Hawrelak Park of which we are participating.

This cheque represent the first of three payments that will ultimately reach \$100,000.

It is a pleasure to work with such a great organization as the Edmonton Federation of Community League.

Sincerely

  
Jack Little  
Executive Director  
Edmonton Heritage Festival Association  
JL/wc

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together we're better

## 11.0 WORK IN PROGRESS

**MEETING DATE :** October 09, 2014  
**AGENDA ITEM # :** 11.1 – EFCL Work in Progress  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 11.1**

MEETING DATE	REF.	ITEM	STATUS
2012/04/12	5.3	<b>Reporting Form For EFCL Representatives</b> "A reporting form is to be created to be provided to anyone representing the EFCL in any capacity on external Committees or Sub-Committees, to report back to the EFCL a minimum of at least once annually."	Ongoing
2013/02/14	5.3	<b>Leagues Without Halls</b> "1. That the EFCL survey all of the leagues without halls to determine what they are doing to meet their space needs and whether or not the EFCL can be of assistance. 2. That the EFCL hold a meeting with the leagues without halls to discuss this situation and determine what role the EFCL might play."	Ongoing
2013/10/10	5.6	<b>Meeting with Edmonton MPs</b> That the Edmonton Federation of Community Leagues host a meeting with the Edmonton Members of Parliament to discuss key items of interest.	
2014/03/13	5.2	<b>Establishment of 100th Anniversary Project Legacy Fund</b> "That the EFCL create a 100 <sup>th</sup> Anniversary Project Legacy Fund at the Edmonton Community Foundation."	Ongoing
2014/09/11	5.1	<b>Charitable Status</b> "That the EFCL meet with Member leagues that have charitable status to explore the advantages, disadvantages, and other issues related to obtaining and maintaining this status with Revenue Canada."	
2014/09/11	5.2	<b>Rink Roof Program</b> That the EFCL revisit the rink roof project and explore other options for winter strategy ideas, if interest is expressed by Member leagues at the fall AGM."	
2014/09/11	7.2	<b>Monthly Financial Report</b> Add "Review of Board Member Conference Fees Budget" to a future Board meeting agenda.	