



EDMONTON FEDERATION OF COMMUNITY LEAGUES

BOARD OF DIRECTORS

REGULAR MEETING PACKAGE

DATE: Thursday, April 09, 2015

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

LOCATION: EFCL Office, 7103—105 Street

EFCL Board Planning Calendar April, May, June, 2015

April

2015

- 09 EFCL Board Meeting
- 22 EFCL Planning & Development Committee Meeting
- 27 Mayor's State Of The City Address

May

2015

- 02 Board Visioning Exercise
- 14 EFCL Board Meeting
- 25 EFCL Annual General Meeting
- 27 EFCL Planning & Development Committee Meeting

June

2015

- 10 Community League Showcase
- 18 EFCL Board Meeting
- 24 EFCL Planning & Development Committee Meeting

Edmonton Federation of Community Leagues

Item 1.0

Board of Directors Regular Meeting

EFCL Office: 7103—105 Street

Thursday, April 09, 2015, 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 100th Anniversary Project Grant Celebration (Photo Op) (7.05 PM)**
 - 3.2 2014 Audit Presentation, Curtis Friesen, Hawkings Epp Dumont (7:15 PM)**
 - Questions/Comments (7:20 PM)
 - 3.3 Early Childhood Mapping Project Presentation, Patty Lemay (7:30 PM)**
 - Questions/Comments (7:50 PM)
- 4.0 Approval of March 12th Board Meeting Minutes (Attached)**
- 5.0 Decision Items**
 - 5.1 Aboriginal Community Connections Project (8:00 PM) (pgs. 5-7)**
 - 5.2 Rink Roof Pilot Project (8:10 PM) (pgs. 8-10)**
 - 5.3 Hall Construction Cost Assessment Report (8:20 PM) (pgs. 11-12)**
 - 5.4 100th Anniversary Project Donor Recognition Program (8:30 PM) (pgs. 13-19)**
 - Draft Fundraising Strategy

————— Coffee Break (8:15 PM) —————
- 6.0 Exemptions (9:00 PM)**
- 7.0 News From The City of Edmonton**
 - 7.1 Monthly Report (pgs. 20-22)**

“That the EFCL Board receive the written report for information.”
Stephane Labonne, Office of Great Neighbourhoods, City of Edmonton
- 8.0 Board Reports**
 - 8.1 Living Local Arts And Heritage Program (9:05 PM)**

Mark Nicoll, Jasper Place Director, District E
 - 8.2 Meeting With EMSA (9:15 PM)**

Masood Makarechian, EFCL President
- 9.0 Correspondence (9:25 PM)**
 - 9.1 EFCL Letter To Councillor Esslinger (pg. 23)**
 - 9.2 EFCL Letter To Names Advisory Committee (pg. 24)**
 - 9.3 CFEP Grant Letter From Government Of Alberta (pg. 25)**
- 10.0 Work In Progress (pg. 26)**
- 11.0 Notice of Motion**
- 12.0 Motion on Notice**

13.0 District Updates/Feedback (9:30 PM)

- Verbal Presentations From Board Members

14.0 Private Matters (9:45 PM)

15.1 Item One

16.0 Next Meeting/Announcements

16.1 Thursday, May 14, 2015, 7:00 PM, EFCL Office

17.0 Adjournment

10:00 p.m.

5.0 Decision Items

MEETING DATE : April 09, 2015
AGENDA ITEM # : 5.1 – Aboriginal Community Connections Project
PREPARED BY: Habib Fatmi, Community Development Advisor

Item 5.1

Recommendation:

That the EFCL support the Aboriginal Community Connections Project which will connect aboriginal residents and families to community leagues and involve them in league activities in areas close to where they live.

Report:

How will the Project work?

A Project Lead will identify and work with three or four interested community leagues, in different parts of the city. A Community Liaison from each of these areas will be contracted to reach out to local Aboriginal -serving agencies, along with the city's Multicultural and Aboriginal Relations unit, in order to connect with aboriginal residents and families in Edmonton.

Project Timelines:

Spring 2015	Secure funding and support for the project Lead with potential partner organizations
Summer 2015	Hire Project Lead Connect with Community Leagues in identified areas Hire Community Liaisons
Fall/Winter 2015	Begin outreach and relationship building Begin to connect with Aboriginal individuals and families
Spring 2015	Complete project review and consider future steps
Summer 2015	Hold project celebration on National Aboriginal Day

Project Budget Estimates:

Staff	Team Lead (0.5)	\$25,000
	Community Liaison	\$15,000
Project Management		\$5,000
Supplies & Mileage		\$5,000
Total		\$50,000

This Project idea was brought forward by Miranda Jimmy, who is on The Hamptons Community League board and is of Cree descent (see attached resume). Miranda believes there may be some sources of funding for this project and if approved by the EFCL board, will begin to pursue those. If funding is found, Miranda would be the project lead, working under Habib Fatmi, the EFCL's Community Development Officer. She will also seek the support of various aboriginal organizations to help promote this project and connect with local aboriginal people.

Miranda D. Jimmy

RECENT PROFESSIONAL EXPERIENCE

Supervisor, Alberta Impaired Drivers Program 2013-Present
Alberta Motor Association

- Manage a seven member staff team and oversee the administrative functions of the AIDP program while regularly addressing client concerns
- Support more than 50 contracted staff in their successful delivery of courses to clients in 17 communities and 22 facilities across the province
- Ensure that the program is sustainable by monitoring the monthly revenues and expenses
- Develop and implement plans to adjust the delivery model to ensure that the program is constantly evolving to meet the client and legislative requirements

Manager, Northern Region 2010-2013
The Arthritis Society, Alberta & Northwest Territories Division

- Managed staff and volunteers to provide services via our Arthritis Information Line, a 1-800 number that provides referrals to services and supports in the community
- Created and implemented a education programs and services plan to increase awareness and outreach to further meet the needs of the community
- Developed and implemented marketing and awareness campaigns for the Edmonton region, including the integration of social media and online branding
- Facilitated the creation and management of a \$2.2 Million annual operating budget

Coordinator, Alberta Region 2008-2010
Frontier College

- Planned and facilitated nearly 30 workshops, seven weekly programs, four seasonal programs, and two conferences over a 24 month period
- Developed and implemented a communications and outreach campaign to increase awareness of the organization in Edmonton and Northeastern Alberta
- Secured funding and managed year-round literacy programming in five communities throughout the province

Coordinator, Public Programs & Services 2007-2008
Canadian Diabetes Association, Northern Alberta & Northwest Territories

- Fielded inquiries from clients, medical professionals, and community organizations related to the treatment and management of diabetes
- Conducted consultations with front-line health professionals and patients to ensure program models met the needs of the community
- Delivered education presentations to populations at high risk of developing or poorly managing diabetes within Northern Alberta

Miranda D. Jimmy

EDUCATION & RELATED PROFESSIONAL DEVELOPMENT

Opening the Potential Mentorship Program Mayor Don Iveson, City of Edmonton	2014-Present
Emergency First Aid & Level A CPR St. John Ambulance	July 2014
Dealing with Difficult People Fred Pryor Seminars - CareerTrack	April 2014
Conflict Resolution & Negotiation Certificate NAIT Main Campus	Fall 2013
Open & Honest Communication AMA Inspiring Leaders Certificate	December 2013
Enriching Employee Talent, Performance and Assessments AMA Management Training	August 2013
Performance Management Metro Continuing Education	May 2013
Respect AMA Inspiring Leaders Certificate	May 2013
Citizens Police Academy Edmonton Police Service	Spring 2012
Supervision Essentials Metro Continuing Education	October 2012
Bachelor of Professional Arts Degree, Communications Studies Major Athabasca University	2008-Present
Arts & Cultural Management Certificate Grant MacEwan University	2002-2004

RELATED VOLUNTEER INVOLVEMENT

Member, Board of Trustees Edmonton Public Library	2012-Present
Community Member, Aboriginal Advisory Group Edmonton Public Library	2008-2012

MEETING DATE : April 09, 2015
AGENDA ITEM # : 5.2 – Rink Roof Pilot Project
PREPARED BY: Allan Bolstad, Executive Director

Item 5.2

Recommendation

That the EFCL ask the City of Edmonton to make CLIP grant funding available for two rink roof demonstration projects.

Report:

EFCL staff continue to believe that it would be most worthwhile to see a couple of leagues build a roof over their outdoor rink as a demonstration project.

The goal would be to see if the roof could produce significant cost savings, while improving usage and extending the playing season by shielding the ice from the sun and snow.

The federation first looked into this issue three years ago and set aside \$80,000 to help kick start one or more demonstration projects. Our interest was sparked by a federal community infrastructure grant program which listed rink roofs as a project the grant program was designed to support.

After some investigation, the federation invited a representative of Sprung Systems (out of Calgary) to make a presentation to our board of directors and then to leagues at an open house. The representative told our board that a roof could probably be built for \$300,000 - \$400,000. However, this cost estimate proved to be quite premature, particularly when the representative discovered that most leagues had full-sized (85' X 200') rinks on site.

By the time of the open house, which was attended by about 20 community leagues, the cost was closer to \$900,000.

Despite this setback, four of our leagues proceeded with applications for federal funding. However, none of them were successful.

In spite of this result, we did learn some things from this exercise.

One take away was that there was a good deal of interest from leagues in the rink roof idea. We also noted that both leagues and the City of Edmonton were more interested in seeing a roof constructed that enclosing the entire rink in a fabricated building. Most people did not want to lose the open-air experience of outdoor skating, nor did they like the appearance of a fully-enclosed rink. They were also concerned about heating and securing a fully-enclosed building.

After putting the initiative on the side burner for awhile, the EFCL decided to take another look at it this past winter. One key motivator was the weather, which turned out to be a bear for all of our rink workers. Not only did we have lots of snow and significant cold periods, but we also experienced two prolonged stretches of warm weather that blew most of the ice off of the community league rinks in Edmonton. Many leagues abandoned their rinks after the second major thaw in early February.

Consequently, we asked three firms to submit proposals for constructing a roof over a full size rink. Two firms have now done so.

Cormode Dixon, a well-known Edmonton-based construction company, has given us a basic cost of \$597,500 for a 110' X 230', metal clad rink cover. This includes all of the basic costs. When permitting, GST and other variables are factored in, the total cost would probably be in the \$650,000 range.

They also supplied a quote of \$430,000 for a 85' X 190' cover, in the event a league wanted to cover a smaller rink.

Global Structures Inc. out of Vancouver have given us a price of \$668,387.15 for a 110' X 230' rink cover that features a fabric roof. This figure excludes site preparation, drainage and building permits and GST. Consequently, the total cost to a league for this facility appears to be approximately \$725,000.

Both companies noted that there is a significant cost associated with building a large, free-span structure that is sturdy enough to hold a significant amount of snow.

Now that we have a pair of quotes that are significantly less than we did two years ago, it is time to determine whether or not significant grant funding would be available to interested leagues.

The primary source of funding that may be available this time around is the city's Community League Infrastructure Program (CLIP), which provides up to \$400,000 in matching funds for building or fixing league facilities. If this funding were available, leagues would see the cost of their rink roof project cut in half.

In addition to this funding, the leagues could also explore the possibility of obtaining a provincial Community Facility Enhancement Program (CFEP) grant, which also provides up to \$250,000 in matching money (over two years).

Finally, the EFCL still has the \$80,000 it set aside for one or more rink roof demonstration projects.

All of this leads us to believe that it is time to give the rink roof initiative another try.

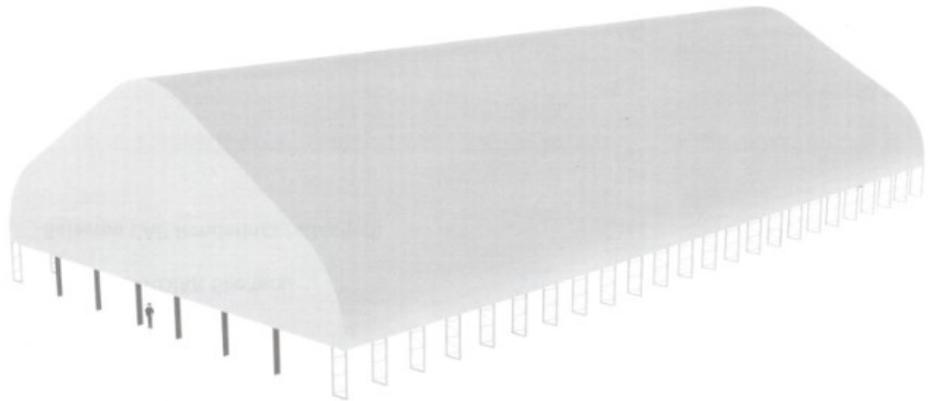
If the city is amenable to using CLIP funds for this project, the EFCL would hold an open house to explain the process to the leagues and invite these two suppliers to give leagues an idea of what to expect.

The EFCL would sponsor the first two leagues that can demonstrate that they have a suitable site and sufficient funds for the rink roof project.

GS GUARDIAN Shelters.
www.guardianshelters.com



EFCL



Project Description One 110' x 230' GUARDIAN Shelter®

Contact Edmonton Federation of Community Leagues
7103 105 St. NW, Edmonton, Alberta, Canada
T6E 4G8

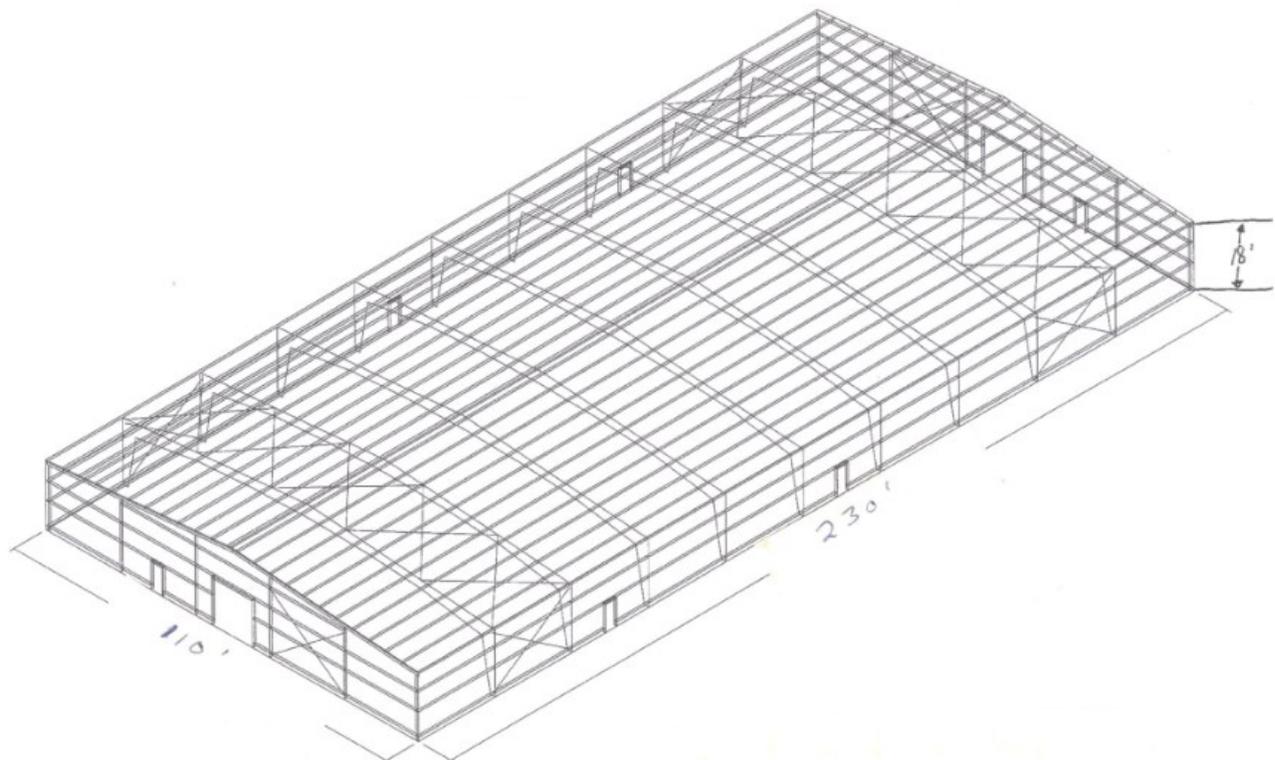
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www.bw-global.com
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CORMODE + DICKSON



MEETING DATE : April 09, 2015

Item 5.3

AGENDA ITEM # : 5.3 – Hall Construction Cost Assessment Report

PREPARED BY: Allan Bolstad, Executive Director

Recommendation:

That the City of Edmonton prepare a report outlining the cost of constructing three types of Community League Halls (small, medium and large).

Report:

A growing number of leagues are investigating the possibility of constructing a new community league hall.

Unfortunately, little information is available on the cost of constructing a new facility. As a result, each league is attempting to do its own cost assessment.

With this in mind, the EFCL believes it would be most helpful if some basic groundwork could be undertaken on the cost of constructing a new community league hall. We feel such a report could mirror the excellent job the city did a couple of years ago, when it assessed the cost leagues face when building a new playground. That report reviewed the cost of three types of playgrounds, basic, intermediate and large.

The playground cost assessment has been very helpful to our members, as it lets them know the cost they are facing should they want to construct a new playground. This helps them determine the type of playground they want to build and lets them know how much they will need to fundraise.

A similar report for hall that looks at hall construction costs could go something like this.

The basic hall might be an expanded skate-changing facility, with washrooms and a room big enough to hold monthly board meetings. Apparently, Evansdale Community League has just completed something along these lines for about \$400,000. This might be used as an example.

The intermediate hall could include all of the elements of a basic community league hall. For example, it could feature an assembly area with seating for about 75 people, a kitchen, office, washrooms, storage and skate change area, along with a patio/BBQ area. Brookview Community League built a facility like this about seven years ago for \$850,000, although it is pretty spartan (there is not a single window in the hall area, as they were concerned about security/vandalism).

The large hall would be the full meal deal, with a large assembly area (seating for 200), a smaller assembly area (seating for 75 people), a lounge/board room, commercial kitchen with access to the outside patio, office, storage and skate room area. I don't believe we have any recent figures on what it would cost to build a hall of this type.

Each project would also need to include adequate parking, the associated utility work and landscaping, etc.

As mentioned above, a report like this could go a long way to helping all of our leagues understand what they need to do build a hall and help them get started.

One option the city might want to explore would be to use the planning component of the CLIP fund to finance this project. However, that would be up to the city to decide.

It should also be noted that we had hoped a cost assessment of a full-sized hall could be done by local design students through a project commissioned by Urban Systems, our consultant on our 100th Anniversary Project. Unfortunately, the only student who responded to the proposal call has since withdrawn, so we need to find another way to get this work done.

MEETING DATE : April 09, 2015

Item 5.4

AGENDA ITEM # : 5.4 – 100th Anniversary Project Donor Recognition Program

PREPARED BY: Nora Begoray, Marketing Director

Recommendation:

That the EFCL approve the Donor Recognition Strategy proposed by the 100 Anniversary Project Steering and Fundraising Committees to recognize the people and organizations who support the project.

Report:

Introduction: Now that the Legacy fund is in place and we are able to offer tax receipts for donations to the project, we have developed the following strategy to recognize project donors. Our goals were to gratefully accept all donations, to show our appreciation and to provide recognition that is meaningful.

Donation Parameters: All donations requiring a tax receipt must be **made to:** The Edmonton Community Foundation and must be **directed to:** The EFCL 100th Anniversary Project Legacy fund. This can be done with a paper based donation forms via cash or cheque. Online donations carry an additional transaction cost of 3 percent. All donations, in all displays or publications will be recognized by their category – not by their \$ amount. (*example: Any donation between \$1,000 and \$10,000 will be recognized under the header 'Leaders'*)

Key Messaging:

We ask you to donate – Join the \$100 Club

To honour your past volunteers, to celebrate your current volunteers, to support the future of community leagues, and to build a permanent CL tribute within a beautiful park amenity.

We ask you to donate – Join our Community Gifts Program

To demonstrate leadership, to champion civic engagement, and to foster and build on the values of volunteerism, community relationships, art, nature, recreation and healthy living.

Donor Entitlements and Recognition Commitments

1. 0 - \$100 All donations above \$20 will be issued a tax receipt and a Thank you letter from ECF on Behalf of EFCL.

2. \$100 Club

Description: This is primarily a website campaign for our grassroots donors

Donations: \$100 (and up to \$999) promoted to all individuals.

Recognition – Each \$100 donation receives: Name, In Honour of or Tribute Message and CL displayed on website donor recognition page. Onsite Recognition on temporary panels – in the year following the year of the donation, AND in our 100 project annual report.

Example. \$300 donation would have the opportunity to recognize three different names and 'in honour' of messages. (We would not recognize a single name three times)

3. **A) Community Gifts - Individual**

Description: This is to recognize the individual donors that invest beyond the \$100 club

Leaders	\$1,000 - \$10,000
Champions	\$10,000 - \$50,000
Builders	\$50,000 - \$100,000

Recognition:

Leader –Name, Honour or Tribute Message displayed on [website donor recognition page](#) in its 'Leader' category. Onsite Temporary Panels – in the year following the year of the donation. In our annual report and receipt of a Community Legacy Leadership medal presented at a project event by a community leader.

Champion – As above, with addition of onsite permanent donor wall recognition and the recognition gift medal will be: Community Legacy Champion medal – presented at a project event by a community leader.

Builder – As above with Builder plaque instead of a medal.

B) Community Gifts - Organizations, Associations, Companies, Grant funding

Description: This is to recognize all *non-individual* donors

Supporters	\$100 - \$1,000
Leaders	\$1,000 - \$10,000
Champions	\$10,000 - \$50,000
Builders	\$50,000 - \$100,000
Partners	\$100,000 - \$500,000
Founders	\$500,000 and up

Recognition:

Supporter and Leader –Name, Honour or Tribute Message displayed on [website donor recognition page](#) in its category. **Onsite Temporary** Panels – in the year following the year of the donation and in our project annual report. Each **Leader** donation receives: Social Media Shout Outs: Facebook & E-news in the month the donation was received.

Champion & Builder \$10,000+

As above plus **Onsite Permanent** Recognition on plaza donor wall. Invitation for formal presentation recognition at project event and Invitation to Grand Opening

Partners \$100,000 +

As all above plus formally presented with Community Partner plaque by dignitary

Background Notes

Key Upcoming Dates:

- April 15th – Board, Staff, Corporate Supporters and Partners Donation Ask
- May 15st – Announcement of Public Launch (Rob is writing the media plan w. Barb)
- May 25th – AGM Public fundraising launch & launch Online Donations
- June 10th – 100 Anniversary Project – Fundraising featured and Volunteers honoured
- August 1-3- 100 Fundraising Progress displayed at Heritage Festival
- Sept – CLDay Strategy TBD

Campaign costs & legalities: There are rules governing what must be disclosed to the public, what is required on the donation forms, what are allowable gifts for recognition, we are working through these with the various regulatory bodies.

See also Fundraising Strategy– Background Document for more information



EFCL 100th Draft Fundraising Strategy 2015 - 2021

100 Years of Community Leagues *(who we are)*

Edmonton was the first city nationally to adopt a community league system. The first league was formed in 1917. Today we have 157 leagues and are well known internationally as a model for a community engagement system that has had a profoundly positive effect on the quality of life for our residents. Edmonton residents enjoy an unparalleled level of amenities, services, and programs locally because of the passionate efforts of community league volunteers.

A Milestone and A Crossroads *(the challenge)*

Right now, we know that community leagues are struggling with increased regulation and complexity in every service they provide and they are challenged with an overburdened volunteer pool. They are in need, rising to these challenges, embracing opportunities with technology and exploring roles as employers while still staying true to their values of personal connection, friendships and healthy local living. Leagues are approaching a milestone and transitioning through a crossroad. They need our support to strengthen and thrive.

The EFCL 100 Year Anniversary Project in Hawrelak Park *(the solution)*

In addition to the support, resources and capacity building that the federation provides to leagues each year, we have the honour and responsibility to commemorate the achievements, the efforts, the joys, and the friendships of 100 years of volunteer service. This legacy project will create a park space that embodies our shared community values, will enhance gathering and connection, and will proudly recognize thousands of volunteers over decades of participation.

*When we celebrate who we are,
we inspire and shape who we want to be.*

We want people to support this development, where together we will promote and inspire future generations to stay engaged in community matters.

Objectives

To raise \$150,000 for the Legacy Fund – via \$100 Club Campaign

To raise \$36,000 in EFCL contributions – via Events and Promotional Items

To raise \$200,000 for project construction via Corporate Donation Campaign

To raise \$100,000 for the Commemorative Celebrations in 2021 – Events & Books Campaign (kickstarter?)

The most common reasons that Albertans donate to charity is because they believe in the cause, or have been personally affected by the cause they support. Community Leagues have touched the lives of everyone in Edmonton at some point.

Campaigns

Spring 2015 - Individual – \$100 Club and Community Gifts

Spring 2015 - Corporate Strategy & Grant applications

2016 - Fundraising Events or Selling Promotional items (kickstarter campaign)

1. Individual Campaign

\$100 Club – Let's make CL History

Goal: \$150,000 10 Donors per League (x157 and we are over goal!)

Description: This is a website campaign for our grassroots donors

Donations: \$100 (up to \$999) promoted to all individuals.

We ask you to donate – Join the \$100 Club

To honour your past volunteers

To celebrate your current volunteers

To support the future of community leagues

To build a permanent tribute and beautiful amenity in Hawrelak Park

Join our \$100 Club because

Your kids learned how to skate and play hockey on a community rink

You loved the hotdogs and the BBQ at the community league festival

You appreciated the friends you made at community league soccer half time snacks

You respect the volunteers of the past and present

You remember all the enjoyment, laughter, friendships and memories made

You enjoyed the dances, the breakfasts, the meetings, the gardening.....

Recognition – Each \$100 donation receives:

Donation: Name, Honour or Tribute Message and CL displayed on Website Donor

Recognition Page Onsite – Temporary Panels – in the year following the year of the donation

In our annual report (100 project annual report presented each May AGM)

Community Gifts – Let's make CL History

We ask you to donate – Join our Grand Gift Registry

To honour leadership

To honour civic engagement

To honour community relationships

To honour the values of friendship and neighbours

Join our Grand Gifts because

You are a leader

You believe in the community values and ideals

You are a champion

You believe in fostering, supporting and inspiring future volunteers

Leaders \$1,000 - \$10,000

Champions \$10,000 - \$50,000

Builders \$50,000 - \$100,000

Leader Recognition – Name, Honour or Tribute Message and CL displayed on Website Donor Recognition Page in its category. Onsite – Temporary Panels – in the year following the year of the donation.

In our annual report and Community Legacy Leadership medal: presented at a project event by a community leader.

Champion Recognition – As above, with addition of onsite permanent donor wall recognition and medal will be: Community Legacy Champion medal – presented at a project event by a community leader.

Builder Recognition – As above

2. Organizations, Associations, Companies, Grant Application funding

Supporters	\$100 - \$1,000
Leaders	\$1,000 - \$10,000
Champions	\$10,000 - \$50,000
Builders	\$50,000 - \$100,000
Partners	\$100,000 - \$500,000
Founders	\$500,000 and up

Supporter and Leader Recognition –Name, Honour or Tribute Message displayed on Website Donor Recognition Page in its category. Onsite – Temporary Panels – in the year following the year of the donation. In our annual report.

Each **Leader** donation receives: Social Media Shout Outs: Facebook & E-news in the month the donation was received.

Champion & Builder Recognition \$10,000+

Name, Honour or Tribute Message displayed on Website Donor Recognition Page in its category.

Social Media Shout outs in the month of the donation

Annual Report Recognition

Permanent Onsite Donor Recognition in Champion Category

Invitation for formal presentation recognition at project event

Invitation to Grand Opening

Partners Recognition \$100,000 +

Name, LOGO, Honour or Tribute Message displayed on Website Donor Recognition Page in its category.

Social Media Shout outs in the month of the donation

Annual Report Recognition in category

Permanent Onsite Donor Recognition in Partner Category

Invitation for formal presentation recognition at project event

Invitation to Grand Opening – Presented with Community Partner Plaque by city dignitary

3. Events and Promotional Items Campaign

Fundraising Events & Selling Promotional Items

Family Event at Hawrelak Park - TBD

Objective

Goal

Timeline

Strategies

Implementation

Actions Necessary

Campaign Implementation

Key Campaign Dates:

April 15th – Board, Staff, Corporate Supporters and Partners Campaign Ask

May 15st – Announcement of Public Launch (Rob is writing the media plan w. Barb)

May 25th – AGM CL Members Motivated! Fundraising launch & progress

Launch of Online Donations

June 10th – 100 Anniversary Project – Fundraising featured and Volunteers honoured

August 1-3- 100 Fundraising Progress displayed at Heritage Festival

Sept – CLDay Strategy TBD

FAQ - Steering and Fundraising Committee Discussions and Decisions Proposed

Can Corporations join the \$100 Club? *No*

How to handle \$0 - \$100 dollar donations? Thank you for gift message (letter)

How to Aggregate Donations for Display

By # Donors (not dollars)

By Leagues

By Leader Board

Where to recognize ALL donations? The 100 project will have its own annual report presented annually at May AGM all donors will be listed in the back.

Onsite Temporary signage by year, replaced the following year.

Website Donor Recognition Graphic Ideas still in development with Pderas

Media Plan

Communications/ Media Plan. – Rob/Barb

Organization/Corporate Campaign

Design Promo Package

Potential In-kind donors to project -

Contact Fireplace Building Companies

Construction Companies

Large Rock Boulder Companies - CANAR

Plant, Landscaping companies

Energy, Lighting Companies

Park & Playground supplier companies

Research and Make applications to corporate investment programs with:

Telus, Servus, Suncor, Stantec, Enmax...all large corporations.

Contact & Ask with all partner associations – EMSA, Hockey, Ringette, etc.

Miscellaneous Notes:

Extra Donor Recognition Options

Swag

First Shovel Participation

Page in the eventual History Book

Story Page

Media Feature (Can we get sunmedia to promise a community feature to our big community donors?)



Onsite Donor Recognition Plans

Donor Wall recommendations

Plexi-Glass Panels in between pillars for current info:

Panel 1. Current Year Project Plans & Fundraising info until after 2021

Panel 2. CL Celebrations: 2017 will be 100 Anniv of Crestwood & 150 Anniv of Canada or other CL movement

Panel 3. Pics of Community League Plaza Events, how to book plaza? Or ??? –

General Call to action

Community Leagues have touched the lives of everyone in our city at some point. Through the friendships and memories made, the programs and facilities offered, and when needed, to speak on behalf of our collective voice. We are building a space to tangibly connect with each other, with our history and with our collective community pride.

Join Us!

7.0 NEWS FROM THE CITY

MEETING DATE : April 09, 2015
AGENDA ITEM # : 7.1 – Monthly Report
PREPARED BY: Stephane Labonne, Office of Great Neighbourhoods

Item 7.1



News from the City of Edmonton
EFCL Board Meeting, February 12, 2015

THE WAY WE GREEN: Supports the 10-year Goal - *Preserve and Sustain Edmonton's Environment*

Reuse Centre Interactive Tours

The Reuse Centre accepts various items from Edmonton residents free of charge and makes them available to organizations and individuals for reuse. The Reuse Centre is unique as it deals with items that are not accepted for reuse elsewhere.

See how the Reuse Centre operates and learn some interesting reuse facts.

Tours are free and available to the public Tuesday to Friday from 9-11am. The tour takes approximately 30 minutes.

To book a tour call 780-495-9851 or email reusevolunteers@edmonton.ca. Please book a minimum of two weeks in advance to ensure availability.

Three Ways to Wipe Out Graffiti

Capital City Clean Up's (CCCU) **Graffiti Wipe Out program** allows non-profit organizations to fundraise while "wiping out" graffiti vandalism in their community. The program is in place to assist property owners with graffiti removal. Volunteers paint over graffiti vandalism (with the permission of the property owner) and are paid \$1 per square foot of graffiti removed up to \$1500. All supplies including paint are provided by CCCU and the program is at no cost to the property owner. The application form is available online.

Capital City Clean Up's **Community Mural Matching Grant program** provides community groups up to \$2000 in matching funds to support a mural project on a building that has been subject to graffiti vandalism in the past, or is in an area at risk for graffiti vandalism. Groups are able to match the funds provided by the City of Edmonton with volunteer hours, in-kind donations, other grants or sponsorship, etc. The application form is available online.

Apply to have graffiti vandalism removed from your property for free with Capital City Clean Up's **Professional Graffiti Cleaning Program!** The City will pay for up to \$500 worth of cleaning costs on a property once per season. Free graffiti clean up kits are also available. The application form is available online.

**More information and application forms are available online at edmonton.ca/capitalcitycleanup or by calling 780-944-5470.

Do Your Part to Clean Up

Community Bin Grant applications for Community Clean Up Events are now available on a first come basis until April 27 or until funding is exhausted. Community groups are eligible for funding support of up to \$600 towards the cost of doing a spring clean up. Last year we were able to provide support to 33 groups. Funding for this program is limited so please apply early. The application form is available online at edmonton.ca/capitalcitycleanup.

Adopt a Block volunteer recruitment is underway. Registered volunteers receive a free clean up kit that includes gloves, bags, a litter grabber and pinnie along with a Tim Hortons travel mug. Adopt a Block officially runs from May 1 - September 4. Register online until April 30 at edmonton.ca/capitalcitycleanup.

15 to Clean Challenge is a part of the City's spring cleanup activities. Capital City Clean Up encourages Edmonton residents to spend a quarter hour to pick up litter. Challenge your family, friends, co-workers, classmates or others to see how much litter can be picked up or graffiti reported in 15 minutes. It all helps to create a clean, safe, livable city.

**More information is available online at edmonton.ca/capitalcitycleanup or by calling [780-944-5470](tel:780-944-5470).

THE WAY WE GROW: Supports the 10-year Goal - <i>Transform Edmonton's Urban Form</i>

Open Houses for First Place Set for April

City of Edmonton staff have organized two open houses in April to share information with residents of Belle Rive and Kirkness about First Place housing planned for their neighbourhoods.

Kirkness	Tuesday, April 14	6:30-8:30 p.m.	Kirkness School
Belle Rive	Tuesday, April 21	6:30-8:30 p.m.	Florence Hallock School

Edmonton is a growing city, with 30,000 new residents moving here each year. This population growth puts pressure on the housing market, lowering vacancy rates and making home ownership unattainable for many young professional people and families. The City is responding to these changes by providing more housing choice through the First Place program. First Place also supports the vision to create an inclusive, livable and prosperous Edmonton for everyone.

City staff will introduce the project and answer questions. The City will ask for six to eight residents to participate in the housing design process with the builder to help ensure the new townhomes are a good fit in the community. Feedback on any First Place development is always welcome at edmonton.ca/surplusschoolsites.

Land Use Planning

A number of land use initiatives are underway and will be coming forward to Council soon.

The Jasper Place Area Redevelopment Plan (ARP) covers the four neighbourhoods of Britannia Youngstown, Canora, Glenwood and West Jasper Place. The ARP will help guide change and growth over the next 15 to 20 years to support a safe, livable and resilient community. The Jasper Place ARP is currently in its second draft and will be shared with Executive Committee on May 5th. More information about the project can be found at edmonton.ca/JasperPlaceARP or by contacting Anne Stevenson at JasperPlaceARP@edmonton.ca or 780-496-6127.

The 104 Avenue Corridor Area Redevelopment Plan (ARP) consists of the length of 104 Avenue NW approximately between 111 Street NW and 123 Street NW. The ARP advances a vision and policy framework encouraging Transit Oriented Development by providing recommendations for the mobility network, land use, and public realm improvements around the three future Valley Line LRT stations at 112, 116, and 120 Street. The draft Plan will be shared with Executive Committee on April 21, 2015 and is tentatively scheduled for City Council Public Hearing on June 22, 2015. For more information please visit our website at edmonton.ca/104avenuecorridorplan or contact Travis Pawlyk (780-496-5369, travis.pawlyk@edmonton.ca) or Michael Strong (780-496-1909, michael.strong@edmonton.ca).

9.0 CORRESPONDENCE

MEETING DATE : April 09, 2015
AGENDA ITEM # : 9.1 – EFCL Letter To Councillor Esslinger
PREPARED BY: Masood Makarechian, EFCL President

Item 9.1



Re – FCM Conference Sponsorship

Bev Esslinger
City Councillor
City of Edmonton

Dear Councillor Essinger,

March 30, 2015

Thank you very much for the letter inviting the Edmonton Federation of Community Leagues to take part as a sponsor in the upcoming Federation of Canadian Municipalities Conference.

Our board considered the invitation at its last meeting and decided that we really don't have the resources to get involved at this level.

However, we would be happy to make a presentation at the conference about community leagues and how they contribute to the quality of life we enjoy in Edmonton. We are well aware of how few cities have anything like community leagues and as such a good number of conference delegates might want to learn from our experience.

Please let us know if you think there would be an opportunity to make such a presentation, whether it be at a workshop, at the conference trade show or as part of a panel discussion on a topic of relevance to the EFCL.

We would be pleased to assist in any of these ways.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Masood Makarechian".

Masood Makarechian
President
Edmonton Federation of Community Leagues

7103 - 105 Street, Edmonton, AB, T6E 4G8 Ph: (780) 437-2913 Fx: (780) 437-4710
Web site: www.efcl.org

MEETING DATE : April 09, 2015
AGENDA ITEM # : 9.2 – EFCL Letter To Names Advisory Committee
PREPARED BY: Masood Makarechian, EFCL President

Item 9.2



RE – Naming of Don Williams Park

Dear Names Advisory Committee,

March 30, 2015

Please add our voice to those who would like to see a Central McDougall area park named after Don Williams.

We feel this would be a fitting tribute to a long-standing community volunteer who grew up and did much of his volunteering in this area.

As you may know, Don was president of both Central McDougall Community League and the Edmonton Federation of Community Leagues. He served as a trustee with the Edmonton Public School Board, was heavily involved in boxing as an athlete, referee and administrator and spent countless hours volunteering at Victoria High School, a stint which included chairing the school's 75 Anniversary Committee.

As an organization whose mission is community development, we very much appreciate the work that volunteers do to improve the quality of life in our city. As such, we think it is most fitting that the city take the time to recognize the work of our key volunteers. One of those people is Don Williams.

Thank you very much for taking the time to consider our position.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Masood Makarechian".

Masood Makarechian
President
Edmonton Federation of Community Leagues

cc. Bud Squair

7103 - 105 Street, Edmonton, AB, T6E 4G8 Ph: (780) 437-2913 Fx: (780) 437-4710
Web site: www.efcl.org

MEETING DATE : April 09, 2015

Item 9.3

AGENDA ITEM # : 9.3 – CFEP Grant Letter From Government Of Alberta

PREPARED BY: Maureen Kubinec, Minister, Alberta Culture And Tourism



ALBERTA
CULTURE AND TOURISM

*Office of the Minister
MLA, Barrhead-Morinville-Westlock*

MAR 14 2015

Mr. Lindsay Smith
Edmonton Federation of Community Leagues
7103 - 105 Street
Edmonton, AB T6E 4G8

Dear Mr. Smith:

On behalf of the Government of Alberta, I am pleased to advise you that your Community Facility Enhancement Program (CFEP) Application No. CFEP-033669, to assist with the construction of additional amenities within William Hawrelak Park has been approved for \$500,000. Funding approved over \$125,000 requires a formal grant agreement before funds can be dispersed. Once the agreement is complete, a cheque will be forwarded.

Your organization is to be commended on its hard work in connection with this project. It will have a positive effect on the quality of life in our community.

The CFEP assists Albertans, in partnership with the Government of Alberta, to enrich the quality of family and community life in our province.

Maggie Low-On, Program Manager, Community Grants, will work with you to prepare a CFEP agreement that will outline the terms and conditions of the funding. Ms. Low-On can be reached at 780-422-9527.

Best wishes and continued success with your important work with community.

Best Regards,

Maureen Kubinec
Minister

cc: Steve Young, MLA
Edmonton-Riverview

229 Legislature Building, Edmonton, Alberta T5K 2B6 Canada Telephone 780-422-3559
Barrhead (main) 5106 - 50 Street, Barrhead, AB Canada Telephone 780-674-3225 Fax 780-674-6183
Barrhead (mailing) Box 4250, Barrhead, AB T7N 1A3 Canada

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10.0 WORK IN PROGRESS

MEETING DATE : April 09, 2015
AGENDA ITEM # : 10.1 – EFCL Work in Progress
PREPARED BY: Allan Bolstad, Executive Director

Item 10.1

MEETING DATE	REF.	ITEM	STATUS
2012/04/12	5.3	Reporting Form For EFCL Representatives "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	Leagues Without Halls "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	Meeting with Edmonton MPs That the Edmonton Federation of Community Leagues host a meeting with the Edmonton Members of Parliament to discuss key items of interest.	Ongoing
2014/12/11	8.2	City Budget Decisions S. Labonne advised he would check what the final CLIP grants amount totaled.	Ongoing
2015/02/12	5.3	Elimination of Grant Waiting Period For New Leagues "That the EFCL ask the City of Edmonton to drop its requirement that new community leagues be in business one full year after incorporation before becoming eligible for an operating grant. " "That the EFCL explore with City Administration the possibility of making exceptions for new community leagues, where financially feasible, to receive their full operating grant prior to the one year waiting period after incorporation."	Ongoing