



EDMONTON FEDERATION OF COMMUNITY LEAGUES

BOARD OF DIRECTORS

REGULAR MEETING PACKAGE

DATE: Thursday, January 08, 2015

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

LOCATION: EFCL Office, 7103—105 Street

EFCL Board Planning Calendar January, February, March, 2015

January

2015

- 08 EFCL Board Meeting
- 10 EFCL Planning Committee Work Plan Review
- 12 Social Media Training Workshop—Riverdale
- 13 Public Engagement Workshop
- 21 Social Media Training Workshop—Royal Gardens
- 28 EFCL Planning & Development Committee Meeting
- 28 Social Media Training Workshop—Lakewood

February

2015

- 06 Membership Supplies Order Deadline
- 12 EFCL Board Meeting
- 20 Social Media Training Workshop—Riverbend
- 25 EFCL Planning & Development Committee Meeting
- 26 Winter General Meeting

March

2015

- 12 EFCL Board Meeting
- 25 EFCL Planning & Development Committee Meeting

Edmonton Federation of Community Leagues

Item 1.0

Board of Directors Regular Meeting

EFCL Office: 7103—105 Street

Thursday, January 08, 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**
- 4.0 Approval of December 11th Board Meeting Minutes (Attached)**
- 5.0 Decision Items (8:15 PM)**
 - 5.1 Conference Expense Policy (pg. 5)**
 - 5.2 Adoption Of 2015 Budget (pgs. 6-9)**
 - 5.3 Valley LRT Line (pgs. 10-11)**
- 6.0 Exemptions (8:45 PM)**
- 7.0 Board Reports**
- 8.0 EFCL Staff Reports**
 - 8.1 EFCL Growth Strategy (pg. 12)**
 - 8.2 Leagues Alive Review (pgs. 13-18)**
 - 8.3 League Attendance at EFCL General Meetings (pgs. 19-31)**
 - 8.4 Communications Director's Report (pgs. 32-33)**

"That the EFCL Board receive the Communications Director's written report for information."
 - 8.5 Community Planning Advisor's Report (pg. 34)**

"That the EFCL Board receive the Community Planning Advisor's written report for information."
 - 8.6 Marketing And 100th Anniversary Project Report (pgs. 35-37)**

"That the EFCL Board receive the Marketing Director's written report for information."
 - 8.7 Board Meeting Attendance Policy (pgs. 38-39)**
- 9.0 Correspondence**
 - 9.1 Letter From Edmonton Catholic School Board (pg. 40)**
- 10.0 Work In Progress (pg. 41)**
- 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)

Item One

15.0 Next Meeting/Announcements

16.1 Thursday, February 12, 2015, 7:00 PM, EFCL Office

16.0 Adjournment

10:00 p.m.

5.0 Decision Items

MEETING DATE : January 08, 2015
AGENDA ITEM # : 5.1 – Conference Expense Policy
PREPARED BY: Allan Bolstad, Executive Director

Item 5.1

Recommendation:

That the EFCL adopt an expense policy whereby the federation will reimburse conference-related expenses to a maximum of \$750 for board, planning committee members and staff who wish to attend a conference that is related to their work at the EFCL.

Report:

The EFCL has found it beneficial to have board, planning committee members and staff attend conferences that are related to the work that we do.

Examples of this would include the annual Vitalize Conference, which rotates between Edmonton and Calgary, the Alberta Parks and Recreation Association Conference normally held in Jasper or Lake Louise each fall, as well as the New Partners For Smart Growth and Neighborhoods USA conferences held in American cities each winter and spring respectively.

However, in order to ensure that this opportunity remains available to as many representatives as possible, it is important that we limit the individual subsidy available.

For example, a ceiling of \$750 per conference would allow a total of four representatives of the board or planning committee to attend conferences in 2015, given that \$3,000 that has been allocated to this particular expenditure this year.

This ceiling would also accommodate a similar number of staff from the \$5,000 available for staff training and conferences in 2015.

As conference registrations usually cost \$300-\$400, this would mean that the EFCL would cover the registration fee along with the cost of two or three night's accommodation. The attendee under this scenario would be responsible for their travel and local transportation costs.

The new policy is designed to encourage participation by as many people as possible, while helping the federation stay within its budget each year.

MEETING DATE : January 08, 2015

Item 5.2

AGENDA ITEM # : 5.2 – Adoption of 2015 Budget

PREPARED BY: Allan Bolstad, Executive Director & Linda Crosby, Financial Advisor

Recommendation

That the attached budget be presented to the membership for approval at the Winter General Meeting on Feb. 26.

Report

Please have a look at the draft 2015 budget, which is presented below.

The first column is our 2014 budget. This is followed by revenues received or money spent by Dec. 14, 2014. As such these are not final figures - won't have those until we do the audit in February/March. However, when taken together – the amount budgeted and the Dec. 14 totals - it gives us a pretty good idea of what to expect in each of these categories in 2015.

Here is a quick rundown of what we are planning to do in 2015.

Beginning with our key events – Community League Day, Leagues Alive, Heritage Days, K-Days – we are budgeting very similar amounts of money in 2015 to what we spent in 2014. The only changes of note are the Community League Showcase (\$5,000), which we plan to host again in as part of our 100th Anniversary Project fundraising kickoff, and the Social Media Workshops, which we will fund with the remaining \$10,000 we have in grant money from the Edmonton Realtors Association.

Our other major expenditure of note in 2015 will be the development of our growth plan, where we have allocated \$24,000. The City of Edmonton has forwarded \$39,000 to help finance this project, assuming that it receives final approval from Edmonton City Council. We expect to meet with council on this issue in February.

We have also allocated another \$2,000 in advertising and promotion, in order to help us communicate what it is we do. We would allocate more money to this area if it was available.

On the capital side, we are setting aside \$5,000 for a new printer in 2015. Our existing printer which we bought about six years ago, is starting to show its age as we use it quite heavily. Hence, we think it is time to invest in a new one. However, this time we will be looking to either lease a machine or spread the purchase over a few years, as opposed to buying it outright in 2015.

On the revenue side, we are predicting continued growth in revenue from EFCL partners and sponsors, along with a small increase (1.5%) in funding from the City of Edmonton.

It should also be noted that the cost of leasing our office building continues to increase, particularly in the area of utilities. We are hoping that the work we did on energy conservation last year (new doors, solar panels) will help modify that, but we need to continue to talk with the city about other improvements, such as more energy-efficient lights.

It should also be recognized that our finances are quite tight in many areas and we are not setting aside any contingency funds this year for unexpected expenditures. If there are any unanticipated costs, we will have to reduce funding in another area.

Our only other options in this regard is to dip into our Financial Reserve, which currently sits at \$200,000 (with \$100,000 set aside for detailed design of our 100th Anniversary Project, if needed), and the \$80,000 we have set aside for our Rink Roof Project. With respect to the latter, we are expecting some new quotes from suppliers early in the New Year and will attempt to either proceed with that project or reallocate the funds to something else in 2015.

Otherwise, the board should note that we have fully allocated all of our unrestricted reserves, which we had built up over the past few years. This will restrict our ability to meet new challenges and will have a significant impact on our ability to finance some of our projects in 2016 and beyond. As such, it further emphasizes the need to review revenue opportunities as part of the federation's growth strategy in 2015.

CATEGORY	DESCRIPTION	2014	Dec-14	2015
		Budget	Actual	Budget
CL Services	C.L. Services - Advertising & Promotion	2000	798	4000
CL Services	C.L. Services - Newsletter Postage	1000	0	0
CL Services	C.L. Services - Northlands	0	0	9000
CL Services	C.L. Services - Showcase	0	0	5000
CL Services	C.L. Services - Membership Campaign	19000	23506	24000
CL Services	C.L. Services - CL Leagues Alive	12000	10285	11000
CL Services	C.L. Services - CLHeritage Days	10000	9689	10000
CL Services	C.L. Services - CL Promo Arts/Heritage	5000	5000	5000
CL Services	C.L. Services - Promotional Items	4000	6004	5000
CL Services	C.L. Services - Community League Day	8000	8918	9000
CL Services	C.L. Services - Balconies in Bloom	1500	1175	1000
CL Services	C.L. Services - Volunteer Appreciation	1240	3323	2000
CL Services	C.L. Services - Comm. Dev. Workshops	1000	0	500
CL Services	C.L. Services - Cultural Brochure	2000	0	1000
CL Services	C.L. Services - Rink Program Co-ordinator	3500	0	5000
CL Services	C.L. Services - Resource Materials	1000	548	1000
CL Services	C.L. Services - C.L. Board Training	2000	1015	2000
CL Services	C.L. Services - Social Media	0	10535	10000
CL Services	C.L. Services - Edo Nyland Planning Awa	500	50	500
CL Services	C.L. Services - Planning Workshops	1000	0	500
CL Services Total		74740	80846	105500
EFCL Operatio	EFCL Operations - Janitorial	4200	4541	4600
EFCL Operatio	EFCL Operations - Bank Chgs. & DD	1000	1334	1200
EFCL Operatio	EFCL Operations - Service Agreements,et	6500	11116	8000
EFCL Operatio	EFCL Operations - Office Supplies	5000	5993	6000
EFCL Operatio	EFCL Operations - Goodwill	4000	3537	2000
EFCL Operatio	EFCL Operations - Photocopy/Postage	7000	5050	5500
EFCL Operatio	EFCL Operations - Base Maintenance	10500	11752	12000
EFCL Operatio	EFCL Operations - Utilities	10000	14238	15000
EFCL Operatio	EFCL Operations - Callout Repairs	2000	1688	1500
EFCL Operatio	EFCL Operations - Security	650	983	1000
EFCL Operatio	EFCL Operations - Amortization	24350	24350	25000
EFCL Operatio	EFCL Operations - Courier	1000	612	650
EFCL Operatio	EFCL Operations - Telephone	3000	4732	5000
EFCL Operatio	EFCL Operations -Hosting & E-Mail	650	525	1350
EFCL Operatio	EFCL Operations - Website & Internet	1000	7229	0
EFCL Operatio	EFCL Operations - Insurance	1925	1083	1500
EFCL Operatio	EFCL Operations - Membership Dues	1500	837	1000
EFCL Operatio	EFCL Operations - Recruitment	3000	1363	1500
EFCL Operations Total		87275	100963	92800
Governance	Governance - Committees/Meetings	4500	6729	5000
Governance	Governance - Board Meetings	7000	3800	4000
Governance	Governance - District Meetings	500	0	0
Governance	Governance - General Meetings	6000	7673	8000
Governance	Governance - Conferences	3000	3188	3000
Governance	Governance - Board Training	1000	727	1000
Governance Total		22000	22117	21000
Professional Fe	Professional Fees - Audit	6000	1995	6000
Professional Fe	Professional Fees - Legal	5000	2402	3000
Professional Fees Total		11000	4397	9000
Staff	Staff - Salaries	446500	460511	446500
Staff	Staff - Group RRSP Program	12000	8711	12000
Staff	Staff - Contract Services	30000	15789	20000
Staff	Staff - Training/Courses	7000	4474	5000
Staff	Staff - Benefits	31500	36235	40000
Staff	Staff - Mileage	4500	3685	4000
Staff Total		531500	529405	527500
One time	Business Plan	40000	39486	0
One time	Growth Plan	0	0	39000
Total Operating Budget		766515	777214	794800
Expense Total		766515	777214	794800

Casino	Casino - Casino	<u>38000</u>	<u>41224</u>	<u>40000</u>
Casino Total		38000	41224	40000
Grants	Cof E operating - inflation	529395	528917	537335
Grants	C of E business plan	40000	40000	0
Grants	C of E Growth Plan	0	0	39000
Grants	Rink Program	<u>0</u>	<u>0</u>	<u>5000</u>
Grants Total		569395	568917	581335
Income	Income - Membership Dues	95120	93602	96500
Income	Income - Social Media	0	10000	10000
Income	Income - Solar Energy Project	0	8801	0
Income	Income - Interest	9000	7289	8000
Income	Income - Facility Rental	1000	1850	2000
Income	Income - Newsletter/Web Advertising	1000	0	0
Income	Income - Paypal, net	3000	2746	5000
Income	Income - Partnerships	20000	25000	30000
Income	Income - Event Sponsorships	<u>6000</u>	<u>5250</u>	<u>7000</u>
Income Total		135120	154538	158500
Recovery	Recovery - Membership Supplies	<u>24000</u>	<u>22277</u>	<u>25000</u>
Recovery Total		24000	22277	25000
Revenue Total		766515	786956	804835
NET Operations		0	9742	10035
Capital/Onetime purchases				
Projected 2014 Operational Surplus				7,000
Opening Balance Unrestricted Reserves				
2014 Surplus as at 31/12/2014		173,708	173,708	31903
Staff Severance		10,000	10,000	0
Computer Upgrades		7,000	2976	7000
Growth Plan		0	0	24000
Northlands		9,000	7887	0
Office Furniture (Chairs)		3,000	1250	0
Office Upgrades		60,000	59706	0
Printer		0	0	5000
Website Development		20,000	20,500	13000
Business Plan		40,000	39486	0
Closing Balance Unrestricted Reserves		24,708	31,903	-10,097

MEETING DATE : January 08, 2015

Item 5.3

AGENDA ITEM # : 5.3 – Valley LRT Line

PREPARED BY: Bev Zubot, Community Planning Advisor

Recommendation:

That EFCL write a letter to the three P3 applicants for the SE Valley Line LRT project to encourage them to develop a communication and public engagement plan which involves the impacted leagues and shows how community input will be taken into consideration.

Background:

For the first time in Edmonton's history the city is initiating a Public Private Partnership (P3) agreement. The City of Edmonton is contracting out the detailed design, construction, operations and maintenance of the Valley Line (SE to West LRT). Along with the city, the private sector partners are required to put their own capital at risk and will be required to meet city standards.

Consequently, community leagues and citizens in general will be working with the private partners more than the city throughout the creation and implementation of the SE LRT line. As such there is a role for EFCL to ensure that the private partner applicants are aware of community leagues and alert them to the fact it would be beneficial to involve leagues in the communication and public engagement process.

The City has begun negotiations with three consortiums. A final selection of the winning consortium for the SE route (Downtown to Mill Woods) is to be complete by late 2015.

The private partners will have extensive decision making power, within parameters outlined by the city. For example, much of the conceptual design work on the SE route has been done by the city. The route has been selected and conceptual design guidelines for the line and stations have been approved. The applicants have been asked to work within the selected route and guidelines; however, there are many decisions to be made during the final detailed design, construction and implementation phases. Furthermore, given additional geotechnical reports, the applicants may wish to propose an alteration to the route or they may wish to propose an alternative design. The applicants are also welcome to provide an "Innovation Submission" during the bidding process.

After the private partner consortium is chosen by the city, the communication and public engagement will largely be carried out by Project Co. (the consortium chosen by the city for the P3 agreement). It is supposed to finalize its Communications and Public Engagement Plan within 60 days of the awarding of the contract. is to be finalized. The public engagement requirements are very general in nature, as outlined in the July 16, 2014 LRT Governance Report to City Council.

- " Communications and engagement will involve learning from stakeholders about conditions or issues that may affect the Project and require appropriate action";
- "Project Co will proactively engage all stakeholders regarding design and construction to provide opportunities for information exchange to increase understanding of Project impacts for citizens as well as Project Co."
- "Project Co will engage Citizen Working Groups on individual parts of the Project or distinct geographical areas."

As the public engagement plan has not been well defined, thus there is still opportunity to shape it and the role that leagues will play. Hence, the EFCL has an opportunity to inform the three bidding consortiums of the unique role community leagues play in their neighbourhoods and the valuable information and resources they could provide. The EFCL could also encourage the consortiums to seriously consider community input when developing "innovative approaches" to design and resolving community issues. Finally, EFCL could offer to provide league contact information and assistance as needed.

Never before have we worked with a P3 partner. The letter could be the beginning of a new type of relationship. The EFCL and leagues are charting new territory in this regard.

8.0 EFCL STAFF REPORTS

MEETING DATE : January 08, 2015
AGENDA ITEM # : 8.1 – EFCL Growth Strategy
PREPARED BY: Allan Bolstad, Executive Director

Item 8.1

As reported late last year, city council has asked to meet with the EFCL in February to review our recently completed strategic plan, as well as consider our request to develop a growth strategy.

The federation needs this strategy, as it has a host of unfunded initiatives that it would like to undertake. It also needs to restructure how the organization is managed and governed, if it is to get any larger.

In December, the federation asked the city for \$40,000 to help cover the cost of this exercise. The EFCL offered to match that contribution with \$25,000 in cash and \$15,000 of in-kind services.

City council agreed to provide \$39,000, which is what they had left in their 2014 contingency fund at the time, on the condition that it was satisfied that the project was necessary and that the federation was on the right track with its strategic plan.

The EFCL is scheduled to meet with council in February to discuss each of these topics.

The federation has also set aside \$24,000 in its draft 2015 budget, on the assumption that this project will be approved. The city sent the \$39,000 to the federation as part of its annual grant to the federation on Monday, Jan. 5.

The board will need to identify one or more representatives for the February meeting, as well as lay the ground work for its presentation.

MEETING DATE : January 08, 2015

Item 8.2

AGENDA ITEM # : 8.2 – Leagues Alive Review

PREPARED BY: Amanda Henry, Asst. Director/Board Development



Conference Report

Summary

To make a long story short: Leagues Alive 2014 was very successful. Attendance was on par with previous years, sessions were well-received, our workshop leaders and panelists were excellent, we got some tremendous support from sponsors, and the venue and food were excellent.

Conference Recap

Over 100 EFCL and community league volunteers, several of our corporate partners, a number of event sponsors, representatives from the City and a host of volunteers and session leaders joined us for Leagues Alive on November 22, 2014. Eleven leagues that had never attended Leagues Alive before joined us for the day, which is excellent to see. Despite snowy weather, attendance was quite strong (and is discussed in more detail below). We hosted the event at MacEwan University for the second year in a row, which worked very well as we've worked out most of kinks we faced in 2013.

We initially intended to host 15 sessions in 3 blocks, with 5 concurrent sessions in each block. We cancelled one session due to low enrolment before the conference (Tips for Hiring and Managing Staff) and one session was cancelled on the day of due to a presenter who was unable to attend (AGLC Use of Proceeds). As ECVO was also set to present a workshop on the AGLC Use of Proceeds, work has begun to plan a jointly hosted session in the new year.

Seven members of City Council joined us for lunch, and Councillor Bev Esslinger brought greetings from the City. Lunch was a great success, with ample food and time for participants to meet and chat.

We also had very strong sponsor support for the conference this year. About \$5,000 in sponsorship revenue was secured for the conference thanks to the hard work of our Marketing Director, and several sponsors joined us for the day. As is the case every year, the City of Edmonton was a great supporter of the event. We are very grateful for the City and corporate support we received. We also are very lucky to get a great deal of support for this conference from our fellow non-profits.

Leagues Alive also made a splash on social media this year, generating some good conversations between the participants.



Recommendations for Next Year

The conference format does not need major changes for next year, but we should consider tweaks in the following areas:

- Introduction of new programming, specifically
 - A formal conference wrap-up and/or post conference mixer. We had hoped to arrange something for this year, but ran into time and venue constraints.
 - A short morning plenary and icebreaker
 - Continue to focus on ways to integrate explicit opportunities for community leagues to share best practices with one another, either as stand-alone sessions or within other programming.
- Continue to improve our approach to engaging sponsors in the day's activities
- Continue to refine our social media and overall communications strategy for promoting the conference.
- Find a more effective way to ask conference participants for feedback on the conference as a whole, rather than a hard copy survey.



Councillor Bev Esslinger visits with attendees at lunch

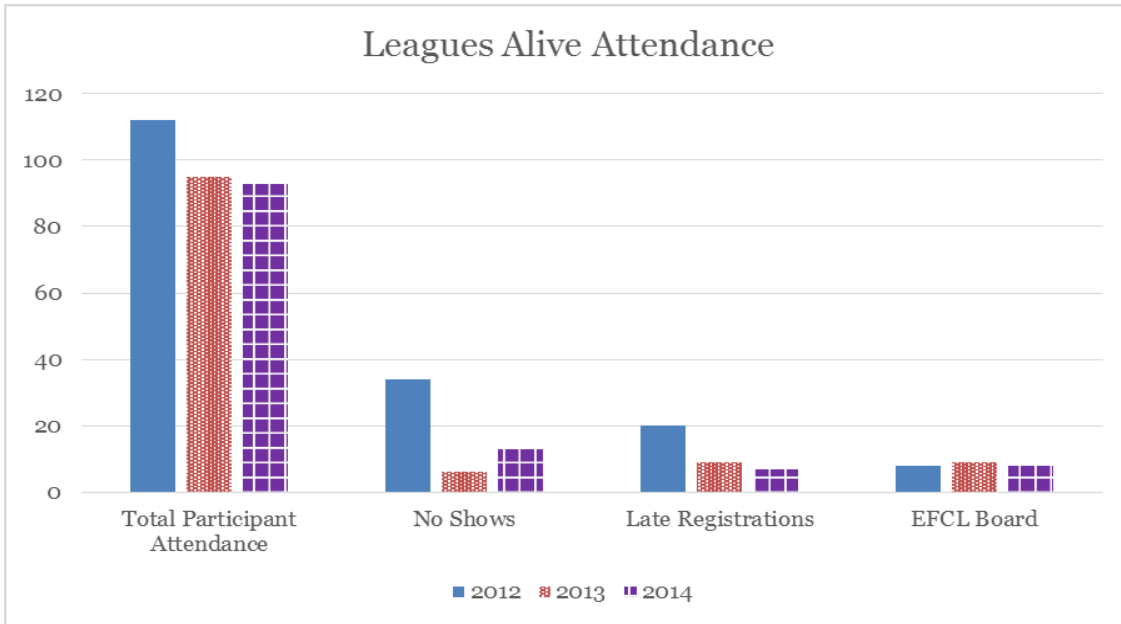
Other recommendations:

- We will be meeting with City staff to debrief on the event in the New Year.
- We recommend that we keep the registration fee. Having a small registration fee does not appear to have impacted overall registration significantly, but does seem to have drastically reduced the number of no-shows. The fee is very low for this style of conference (the Board Leadership Conference, which is similar, charged \$99 last year).
- A one-day conference on a Saturday in the late fall seems to work well, though we do run into consistent challenges with both the weather and balancing the work that goes into Leagues Alive with our other fall activities.
- Brainstorm ways to increase the number of leagues who attend – while the number of participants held steady (so leagues are, on average, bringing more representatives) the number of leagues who attended this year is down.
- Brainstorm ways to get more materials and handouts for sessions available online in advance.
- We should continue to plan on call-outs to leagues as a way to promote the conference. This year we reached out to 34 leagues by phone, resulting in 10 leagues who had never before attended the conference sending representatives. Our most successful outreach was in Districts A and L: 3 new leagues from each district attended.
- We are quite happy with the steps that MacEwan Conference Services took to improve our experience this year, and we should seek to book with them again next year.

Attendance

Pre Registration (online and walk in):	99 registrants
No Shows Day Of:	13 (13 %)
Late Registration Day Of:	7 (7%)
EFCL Board Members in Attendance	8
City Council Members in Attendance	7
Presenters, volunteers & conference staff	34
Sponsor Representatives	11

Actual Conference Attendance **158**



League Attendance Breakdown:

43 Leagues in Attendance (27% of all Leagues, down from 57 leagues in 2013 and 55 Leagues in 2012)

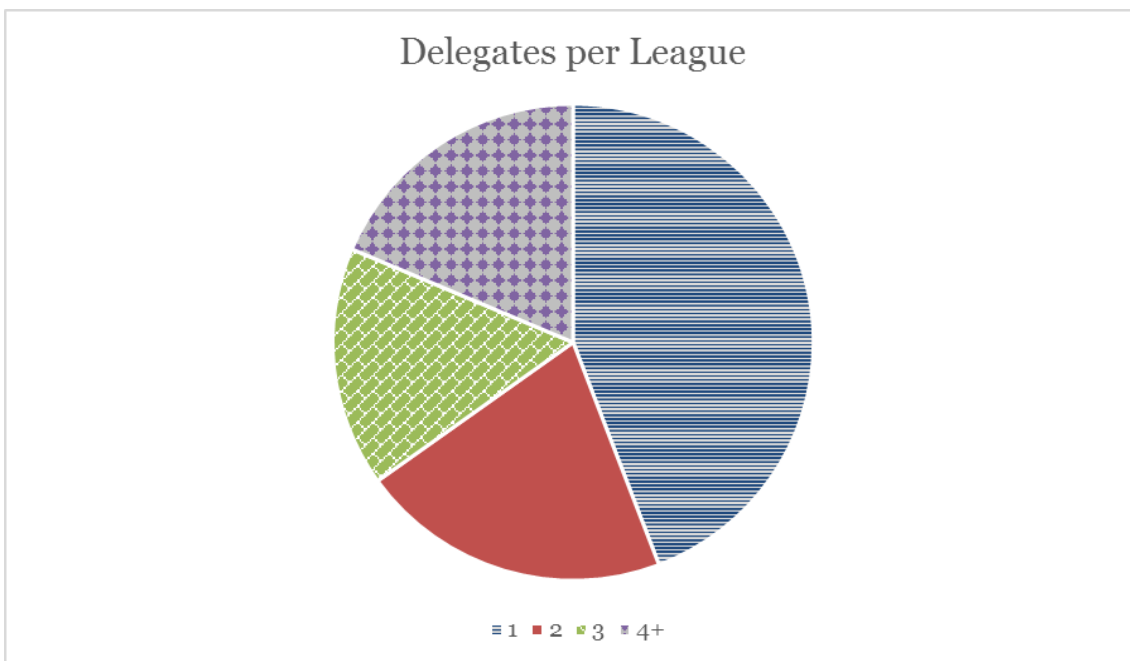
19 Leagues or 44% sent one delegate.

9 Leagues or 21% sent 2 delegates.

7 Leagues or 16% sent 3 delegates

8 Leagues or 19% sent more than 3 delegates.

Average # in attendance per league: 2.16 participants (new record, up from 1.68 in 2013)



43 Leagues in Attendance (27%)

Alberta Avenue Athlone Balwin Bellevue Blue Quill* Cumberland Oxford* Dovercourt Eastwood* Ellerslie Forest Terrace Heights Grandview Heights Greenfield Griesbach* Heritage Point Highlands		Holyrood Kensington Knottwood* La Perle Lakewood Lauderdale* Lendrum* Lewis Estates* Malmo McLeod Meadowlark Newton North Glenora North Millbourne* Oliver Prince Charles Rio Terrace	Ritchie Rosslyn Sherbrooke Strathcona Centre Summerside The Meadows The Ridge Twin Parks* Westmount Windsor Park Woodcroft Woodvale

*leagues who attended in 2014 for the first time

Does not account for leagues represented by only EFCL board or staff members

Leagues that Have Never Attended Leagues Alive!

(58 Leagues, down from 69 in 2013)

Argyll Aspen Gardens Beacon Heights Beverley Heights Caernarvon Callingwood Lymburn Canora Capilano Carlisle Central McDougall Crestwood Delton Dunluce Elmwood Park Ermineskin Fraser Gold Bar Greater Windermere Grovenor Hazeldean		Hodgson Homesteader Horse Hill Jasper Park Kenilworth Kilkenny Killarney King Edward Park Lago Lindo Laurier Heights Londonderry Lorelei Beaumaris Lynwood Mayfield Millhurst Northmount Ottewell Parkdale/Cromdale Queen Alexandra Queen Mary Park Ridgewood Riverbend	Royal Gardens Secord Spruce Avenue Steele Heights Strathearn Summerlea Fulton Meadows Thorncliff Twin Brooks Wedgewood Wellington Park Westridge/Wolf Willow CC Westview Willowby Yellowbird East
--	--	--	---

Participant Feedback

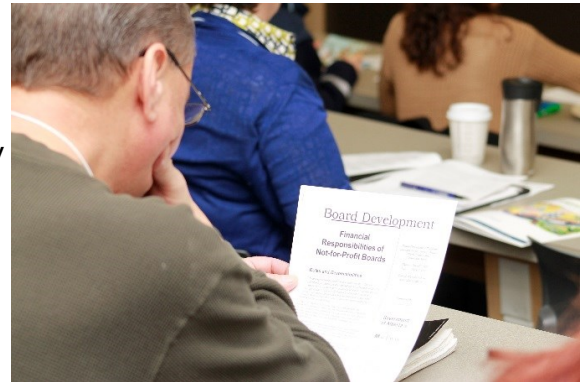
One of our conference participants perfectly summed up the dilemma of Leagues Alive:

"We have been looking for other leagues in similar positions as our league, to talk about their successes/struggles. I would have liked to have had some time to connect with others but I wouldn't have wanted to give up time in the session either!"

It's clear that there's a need for more conversation time for community leagues, but we need to balance those spaces with the need to provide relevant "value for dollar" content for leagues, to ensure that the conference retains a high degree of information and content.

Overall feedback for the conference was positive, though we received a very low number of completed overall conference evaluations (19 out of 93 participants). Evaluation completion for most sessions was much higher – most sessions had nearly every participant return an evaluation.

- **Most well-attended session:** Following the Money (over 40 participants)
- **Average session attendance:** 20 participants
- **Average Session Rating:** 4.4/5



A participant reads a handout (Following the Money)

Feedback Highlights

- Overall participants preferred highly interactive sessions or sessions that provided very tangible governance and organizational development information (e.g. attracting and retaining volunteers, board productivity, financial responsibilities of boards).
- Participants appreciated having handouts and materials they could take away.
- The most common suggestions we received for 'ways to improve' next year were similar to last year, namely:
 - *Include more opportunities for leagues to share advice and questions with one another, perhaps an entire session devoted to sharing big ideas or best practices
 - *Sessions with more than 2 presenters felt rushed
 - *Provide more handouts and where possible provide handouts in advance
- The most highly rated sessions were done by professional facilitators (Volunteer Edmonton, Communities ChooseWell, and the Alberta Community Development Unit)
- Overall sessions were rated highly. On a scale of 1 to 5, 1 being strongly disagree and 5 being strongly agree, participants provided the following average ratings across all sessions for the following selected questions, which are good indicators for the overall feedback we received.
 - *"The knowledge and skills I learned will be useful to me in my board position." – 4.3 (no change from 2013)
 - *"I would recommend this session to others." – 4.5 (no change from 2013)
 - *"The presenters were well organized." – 4.3 (improvement from 2013)
 - *"The presenters were knowledgeable and prepared." – 4.7 (slight improvement from 2013)
 - *"I enjoyed the presenter(s)." – 4.6 (no change from 2013)

Panels

New this year, we ran 3 panel discussions where we heard from league volunteers and past City Councillors on the following topics:

- Growing Your Membership
- Making the Right Impression at City Council
- Your Abundant Community (The Abundant Community Initiative)

The panels were as well received as traditional programming. The "Making the Right Impression at City Council" panel in particular was quite highly rated and popular. Participants especially appreciated the opportunity afforded by the panel format to engage in more free-flowing conversation. Overall, the content of the panels was evaluated as very relevant by participants.

Advice for EFCL

Several participants took the opportunity on conference evaluations to share some advice and questions for the EFCL, beyond what we could do at Leagues Alive. A number of people provided really great, thoughtful suggestions, so I've included them here for the board's consideration.

- EFCL needs to take a greater role in ensuring that leagues are doing their accounting properly and getting appropriate treasurer expertise
- Have you ever considered partnering with MacEwan University or U of A Extension and offering a full blown course on being a treasurer?
- [Following the Money] would be great as a webinar or a full-day session
- Would like more information about what services EFCL can provide (esp. related to community development)
- Make Something Edmonton should partner with EFCL – a great network of community leagues
- Very few cities in the world have an asset as valuable as EFCL. This is the number 1 thing that makes us a great city.

Planning Leagues Alive! 2015

Planning for Leagues Alive! 2014 will start early in the New Year. Our first priority will be to contact MacEwan and start the venue confirmation process, then start planning a preliminary agenda, which we will report to the Board. Please feel free to give us suggestions!



EFCL Board Meeting Package



Making the Right Impression at City Council. From left: Michael Phair, Linda McCulloch, Allan Bolstad



Growing Your Membership. From left: Nicholas Brown, Karin Schott, Cheryl Sydor



Your Abundant Community Panelists

Thanks to all our supporters and sponsors. See you in 2015!

MEETING DATE : January 08, 2015

Item 8.3

AGENDA ITEM # : 8.3 – League Attendance At EFCL General Meetings

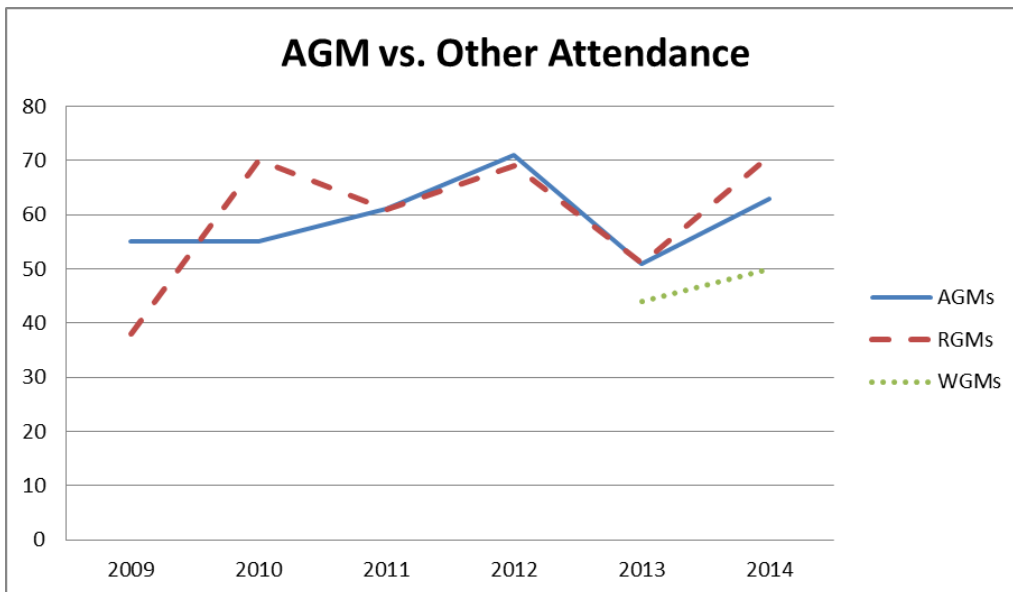
PREPARED BY: Amanda Henry, Assistant Director/Board Development

Summary

Mean & Median # of meetings attended:	5 out of 16 meetings
Community Leagues that attended at least 50% of the meetings:	30.6% (48 leagues) <i>+7 leagues vs. 2013 ü</i>
Community Leagues attending less than 50% of the meetings:	69.4% (109 leagues) <i>-6 leagues vs. 2013 ü</i>
Community Leagues that have attended NO meetings between 2008 and 2014	7.0% (11 leagues) <i>-3 leagues vs. 2013 ü</i>
Community Leagues that have attended NO meetings in 2014	38.8% (61 leagues) <i>-7 leagues vs. 2013 ü</i>

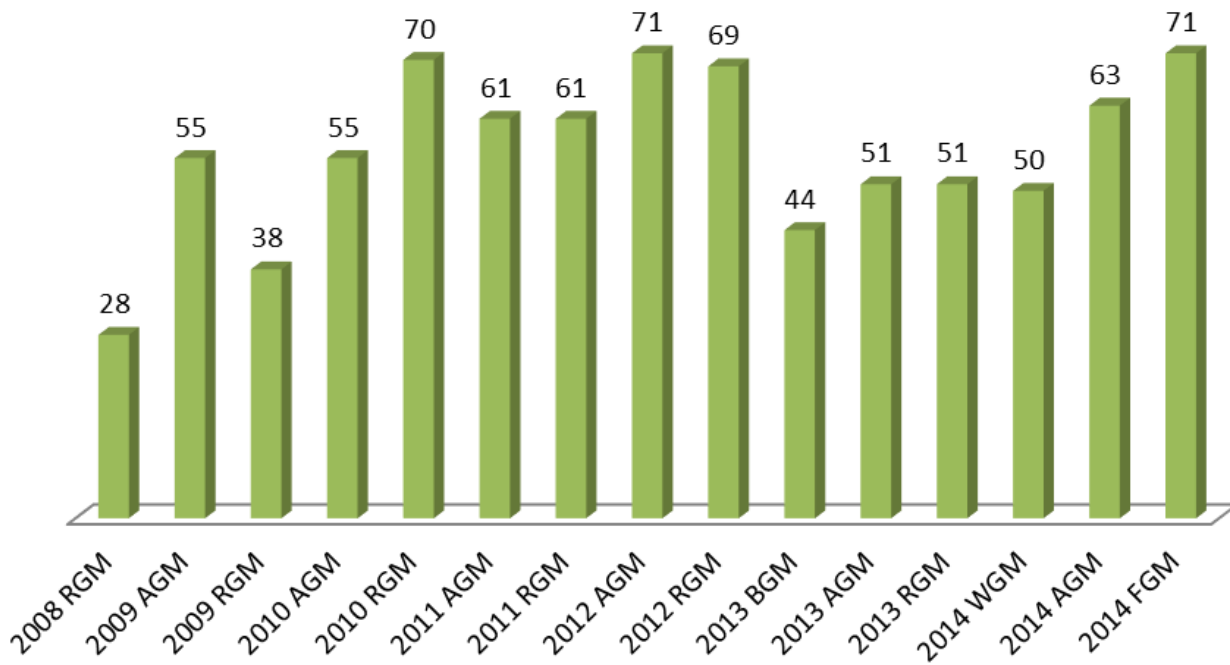
Notes on Interpretation:

- Attendance based on GM sign-in sheets. Leagues with representation signing in as the EFCL Board representative may have lower attendance noted in this report than was actually the case. League representatives who do not sign in at all are also not captured.
- Percentages are calculated out of 157 leagues.
- Attendance at general meetings is not necessarily representative of the degree of contact that leagues have with EFCL. This does not account for the leagues who attend EFCL workshops or are in contact with EFCL informally.
- Several leagues have not existed for long enough to attend all meetings, and skew aggregate data downward even if their individual attendance is good (e.g. The Hamptons, which has attended 2 out of the 3 meetings it could have attended).

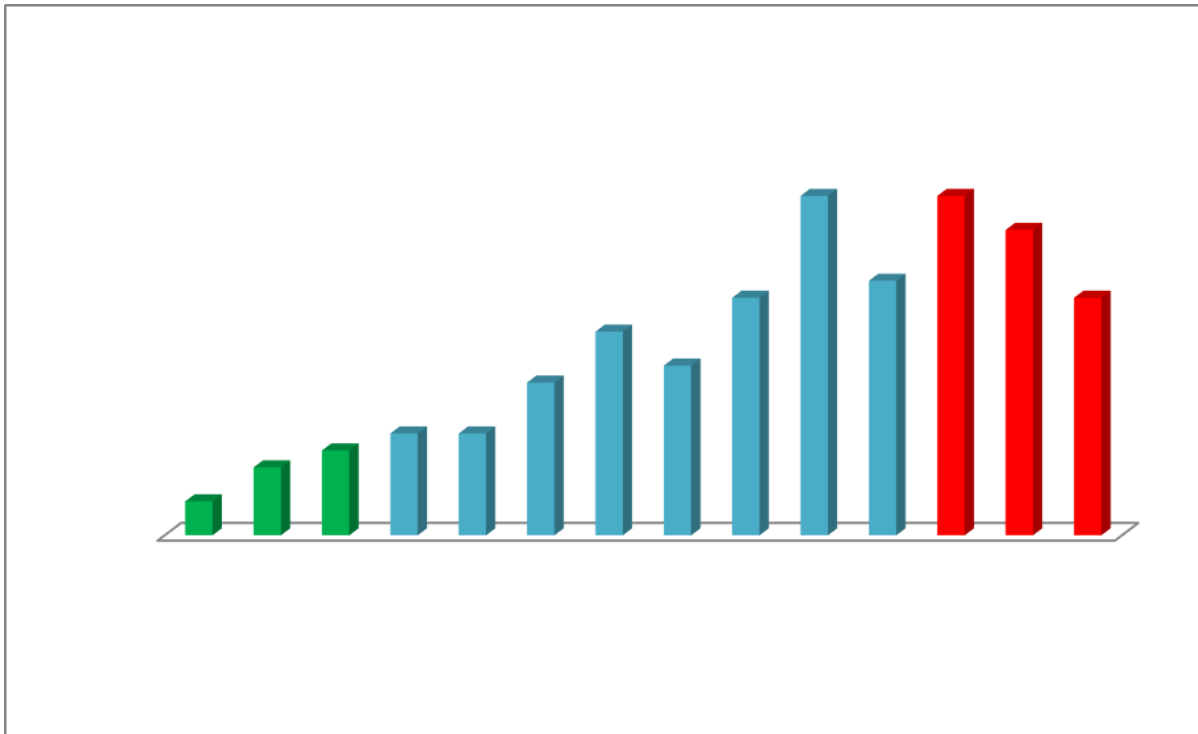
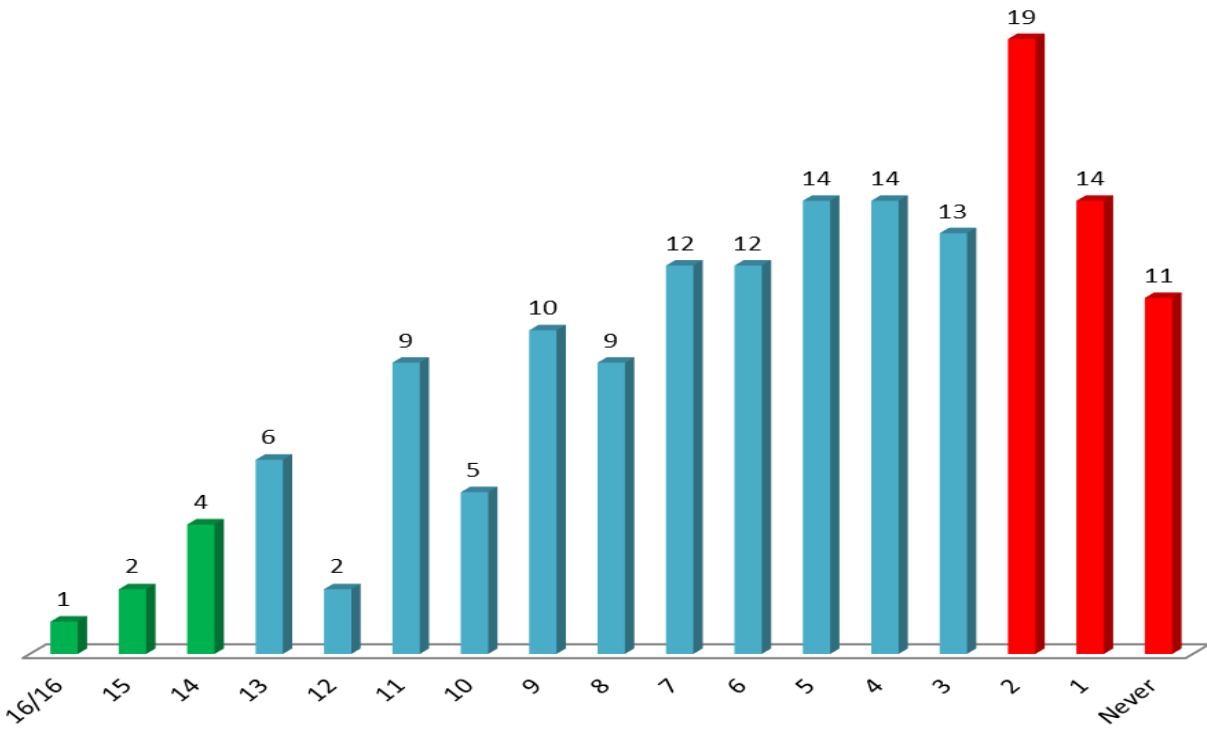


Attendance at all types of EFCL meetings is good, and appears to be increasing, though it's too soon to tell if this is a trend or unique to 2014. Attendance at the winter general meetings is slightly lower than at the annual meeting (held in the spring) and meetings held in the fall.

League Meeting Attendance, 2008-present



Meeting Attendance per League, 2008-14



League-by-League General Meeting Attendance Summary, 2008-2013

16/16 1 Community League	0.6%
E: North Glenora Community League	
15/16 2 Community Leagues	1.3%
K: Duggan Community League	G: Highlands Community League
14/16 4 Community Leagues	2.5%
G: Bellevue Community League	A: Evansdale Community League
G: Delton Community League	E: Meadowlark Community League
13/16 6 Community Leagues	3.8%
A: Calder Community League	C: Hairsine Community League
E: Canora Community League	G: Spruce Avenue Community League
I: Ritchie Community League	F: Woodcroft Community League
12/16 2 Community Leagues	1.3%
C: Edmonton Evergreen Community Association	A: Kensington Community League
11/16 9 Community Leagues	5.7%
K: Blue Quill Community League	D: Lewis Estates Community League
F: Boyle Street Community League	F: Oliver Community League
B: Delwood Community League	I: Strathcona Centre Community League
I: Grandview Heights Community League	G: Westwood Community League
A: Lauderdale Community League	
10/16 5 Community Leagues	3.2%
G: Alberta Avenue Community League	F: Prince Rupert Community League
E: Glenora Community League	B: Rosslyn Community League
E: Laurier Heights Community League	
9/16 10 Community Leagues	6.4%
K: Aspen Gardens Community League	G: Montrose Community League
G: Beacon Heights Community League	L: North Millbourne Community League
E: Glenwood Community League	H: Riverbend Community League
I: Hazeldean Community League	F: Riverdale Community League
B: Killarney Community League	I: Windsor Park Community League
8/16 9 Community Leagues	5.7%
B: Balwin Community League	J: Idylwyde Community League
D: Cameron Heights Community League	H: Oak Hills Community League
A: Carlisle Community League	K: Royal Gardens Community League
E: Crestwood Community League	L: Woodvale Community League
C: Homesteader Community League	
7/16 12 Community Leagues	7.6%
A: Athlone Community League	K: Malmo Community League
J: Avonmore Community League	I: McKernan Community League
B: Belvedere Community League	J: Ottewell Community League
F: Downtown Edmonton Community League	G: Parkdale/Cromdale Community League
E: Elmwood Community League	E: Parkview Community League
C: Horse Hill Community League	E: West Jasper/Sherwood Community League

6/16 12 Community Leagues	7.6%
E: <u>Brittania</u> Youngstown Community League	E: Mayfield Community League
L: <u>Ellerslie</u> Community League	B: McLeod Community League
J: <u>Fulton Place</u> Community League	F: Prince Charles Community League
K: <u>Heritage Point</u> Community League	F: Sherbrooke Community League
H: <u>Hodgson</u> Community League	A: Wellington Park Community League
D: <u>La Perle</u> Community League	F: Westmount Community League
5/16 14 Community Leagues	8.9%
I: <u>Belgravia</u> Community League	E: Lynnwood Community League
K: <u>Blackmud Creek</u> Community League	I: Pleasantview Community League
J: <u>Bonnie Doon</u> Community League	C: <u>South Clareview</u> Community League
A: <u>Dunluce</u> Community League	H: <u>The Ridge</u> Community League
E: <u>High Park</u> Community League	E: <u>West Meadowlark</u> Community League
E: <u>Jasper Park</u> Community League	D: <u>Westridge/Wolf Willow/CC</u> Community League
J: <u>Kenilworth</u> Community League	D: <u>Willowby</u> Community League
4/16 14 Community Leagues	8.9%
L: <u>Burnewood</u> Community League	B: <u>Kilkenny</u> Community League
J: <u>Cloverdale</u> Community League	F: <u>McCauley</u> Community League
A: <u>Cumberland/Oxford</u> Community League	G: <u>Newton</u> Community League
K: <u>Ermineskin</u> Community League	D: <u>Secord</u> Community League
J: <u>Forest/Terrace Heights</u> Community League	L: <u>Southwood</u> Community League
E: <u>Grovenor</u> Community League	L: <u>The Meadows</u> Community League
J: <u>Holyrood</u> Community League	K: <u>Twin Brooks</u> Community League
3/16 13 Community Leagues	8.3%
I: <u>Argyll</u> Community League	B: <u>Londonderry</u> Community League
A: <u>Baturyn</u> Community League	A: <u>Lorelei Beaumaris</u> League
I: <u>Empire Park</u> Community League	I: <u>Parkallen</u> Community League
D: <u>Glastonbury</u> Community League	D: <u>Rio Terrace</u> Community League
J: <u>Gold Bar</u> Community League	B: <u>Steele Heights</u> Community League
K: <u>Landsdowne</u> Community League	H: <u>Terwilligar</u> Community League
D: <u>Lessard</u> Community League	
2/16 19 Community Leagues	12.1%
I: <u>Allendale</u> Community League	B: <u>Lago Lindo</u> Community League
H: <u>Brookview</u> Community League	L: <u>Lakewood</u> Community League
A: <u>Caernarvon</u> Community League	E: <u>McQueen</u> Community League
C: <u>Fraser</u> Community League	L: <u>Millhurst</u> Community League
L: <u>Fulton Meadows</u> Community League	B: <u>Northmount</u> Community League
I: <u>Garneau</u> Community League	F: <u>Queen Mary Park</u> Community League
K: <u>Greenfield</u> Community League	J: <u>Strathearn</u> Community League
A: <u>Griesbach</u> Community League	D: <u>The Hamptons</u> Community League
F: <u>Inglewood</u> Community League	L: <u>Twin Parks</u> Community League
L: <u>Knottwood</u> Community League	

2/16 14 Community Leagues	8.9%
D: Aldergrove Community League	J: King Edward Park Community League
C: Bannerman Community League	L: Leefield Community League
D: Belmead Community League	I: Lendrum Community League
G: Beverly Heights Community League	I: Queen Alexandra Community League
F: <u>Dovercourt</u> Community League	F: <u>Rossdale</u> Community League
B: Glengarry Community League	D: Summerlea Community League
H: Greater Windermere Community League	L: Summerside Community League
Never Attended 11 Community Leagues	7.0%
D: <u>Callingwood/Lymburn</u> Community League	L: <u>Ridgewood</u> Community League
J: <u>Capilano</u> Community League	D: <u>Thorncliff</u> Community League
F: Central McDougall Community League	D: <u>Wedgewood Ravine</u> Community League
G: <u>Eastwood</u> Community League	D: <u>Westview Village</u> Community League
G: <u>Elmwood Park</u> Community League	K: <u>Yellowbird East</u> Community League
H: <u>Ogilvie Ridge</u> Community League	

Community Leagues that did not attend any General Meetings in 2014 (61/38.8%)	
<i>* attended Leagues Alive! 2014</i>	
Bold = also attended 0 meetings in 2013	
Yellow = have not attended any meetings since 2008	
D: Aldergrove Community League	B: Lago Lindo Community League
I: Allendale Community League	L: Lakewood Community League*
J: <u>Avonmore</u> Community League	I: Lendrum Community League*
C: Bannerman Community League	D: Lessard Community League
A: Baturyn Community League	B: Londonderry Community League
D: Belmead Community League	A: Lorelei/Beaumaris Community League
K: Blackmud Creek Community League	K: <u>Malmo</u> Community League*
H: Brookview Community League	H: Ogilvie Ride Community League
A: Caernarvon Community League	J: <u>Ottewell</u> Community League
D: Callingwood/Lymburn Community League	I: <u>Parkallen</u> Community League
J: Capilano Community League	I: <u>Pleasantview</u> Community League
F: Central McDougall Community League	I: <u>Queen Alexandra</u> Community League
F: Dovercourt Community League*	F: <u>Queen Mary Park</u> Community League
G: Eastwood Community League*	L: Ridgewood Community League
E: Elmwood Park Community League	H: Riverbend Community League
I: Empire Park Community League	F: Rossdale Community League
C: <u>Fraser</u> Community League	L: <u>Southwood</u> Community League
I: <u>Garneau</u> Community League	J: Strathearn Community League
D: <u>Glastonbury</u> Community League	D: Summerlea Community League
B: Glengarry Community League	L: Summerside Community League*
H: Greater Windermere Community League	H: <u>Terwilligar</u> Community League
E: <u>Grovenor</u> Community League	L: The Meadows Community League*
E: <u>High Park</u> Community League	D: Thorncliff Community League
H: <u>Hodgson</u> Community League	K: Twin Brooks Community League
J: Holyrood Community League*	L: <u>Twin Parks</u> Community League*
C: <u>Homesteader</u> Community League	D: Wedgewood Ravine Community League
F: <u>Inglewood</u> Community League	A: Wellington Park Community League
E: <u>Jasper Park</u> Community League	D: Westview Village Community League
A: <u>Kensington</u> Community League*	D: Willowby Community League
J: <u>King Edward Park</u> Community League	K: Yellowbird East Community League
L: Knottwood Community League*	

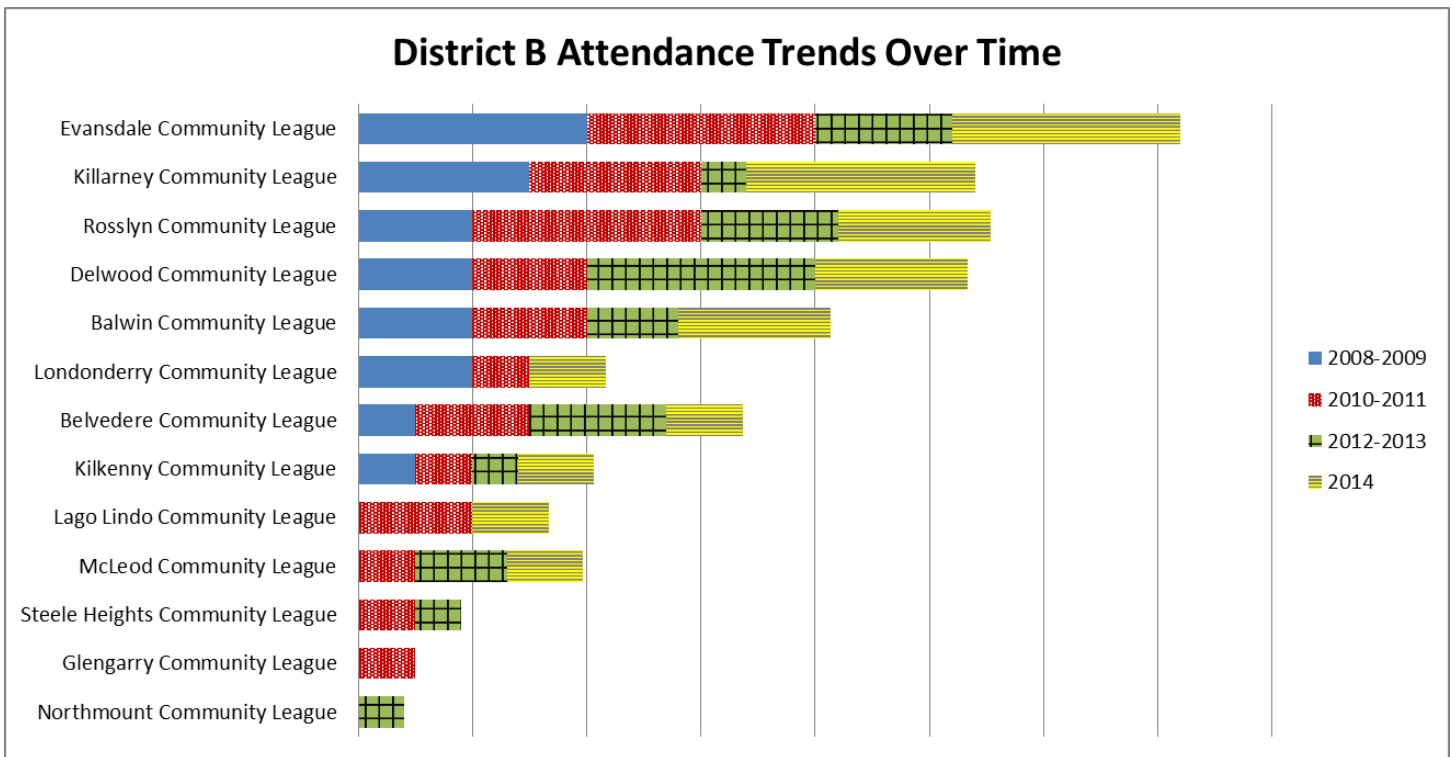
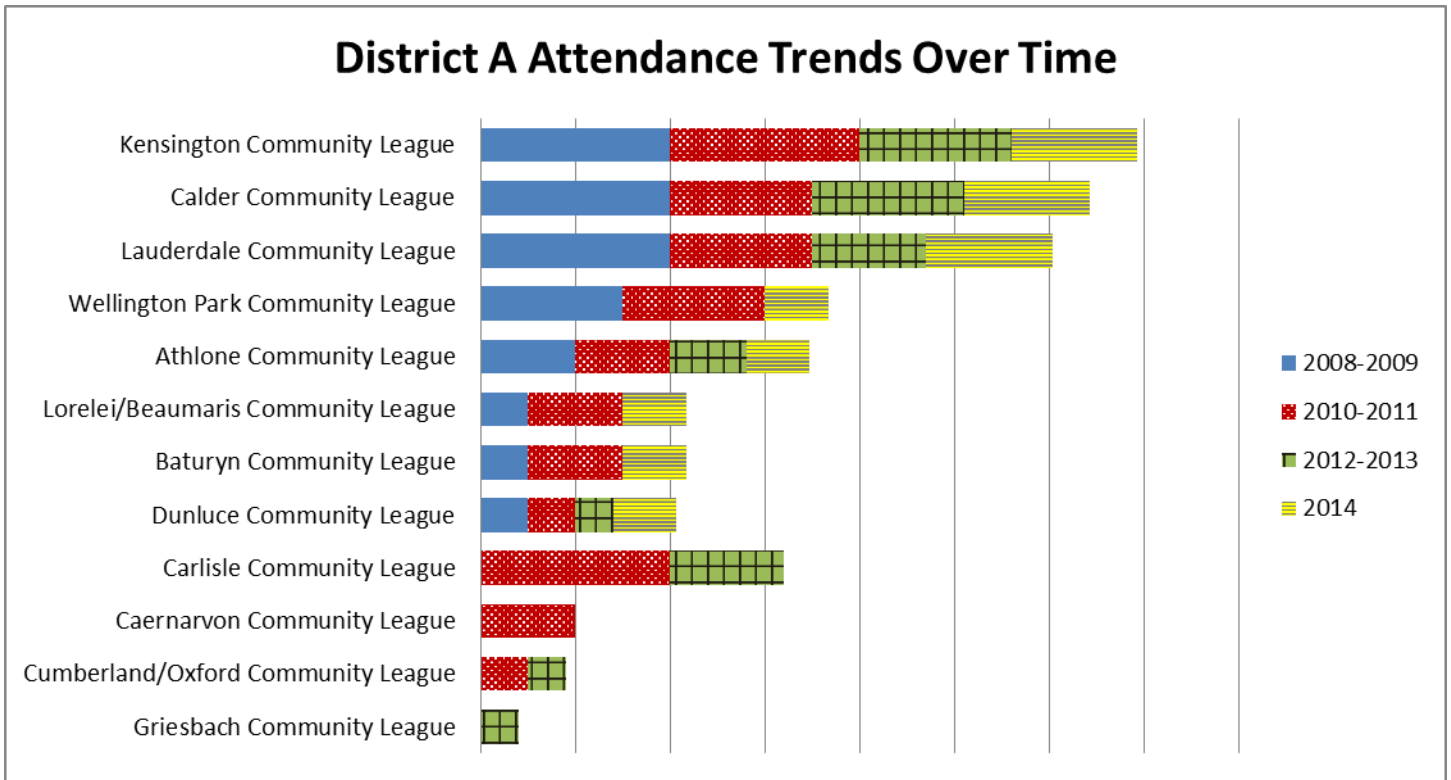
The takeaway here is that EFCL should invest in learning more about what's happening and hopefully reconnect with the 11 leagues who have not attended any general meetings lately and the 32 leagues who have attended neither a general meeting nor Leagues Alive lately. The other thing the EFCL board should reflect on is if we need to reach out to any of the leagues who stopped coming in 2014 to see if they've experienced a change in circumstances where they would benefit from more support from EFCL.

District Attendance Trends Over Time

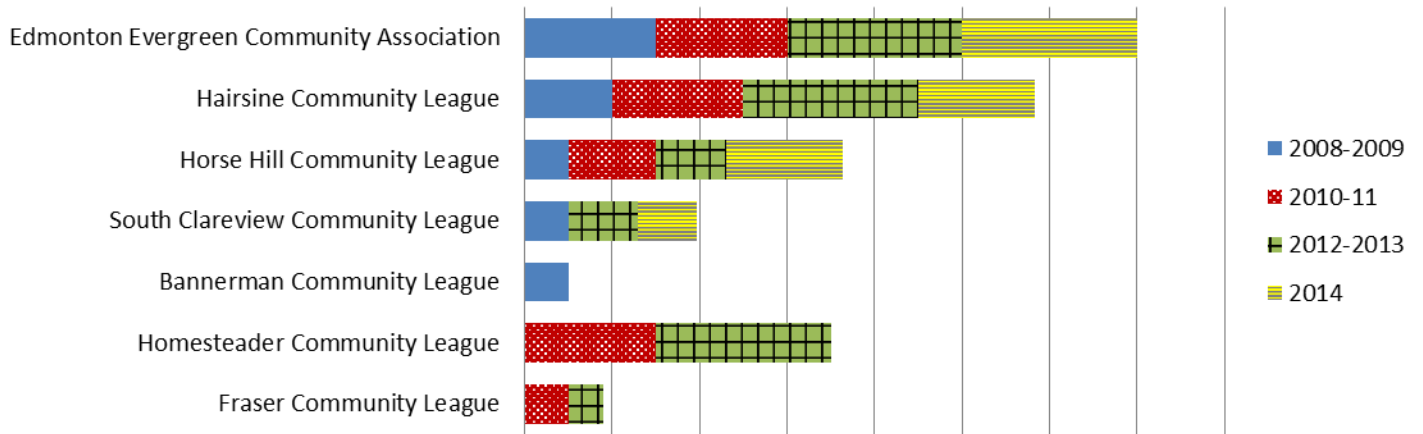
Recommendations

- Target leagues that have either been a) wholly absent during the data period or b) absent in 2013 for personal outreach. We should invite them to attend EFCL meetings or at least connect to have a conversation about why they are staying away.
- Do further data collection on league attendance at other EFCL hosted events (e.g. Leagues Alive and planning workshops) to see if there are leagues who are attending those programs regularly but not our meetings, as it would be valuable to know if leagues are not engaging with EFCL or if they're not perceiving their attendance at meetings as valuable.

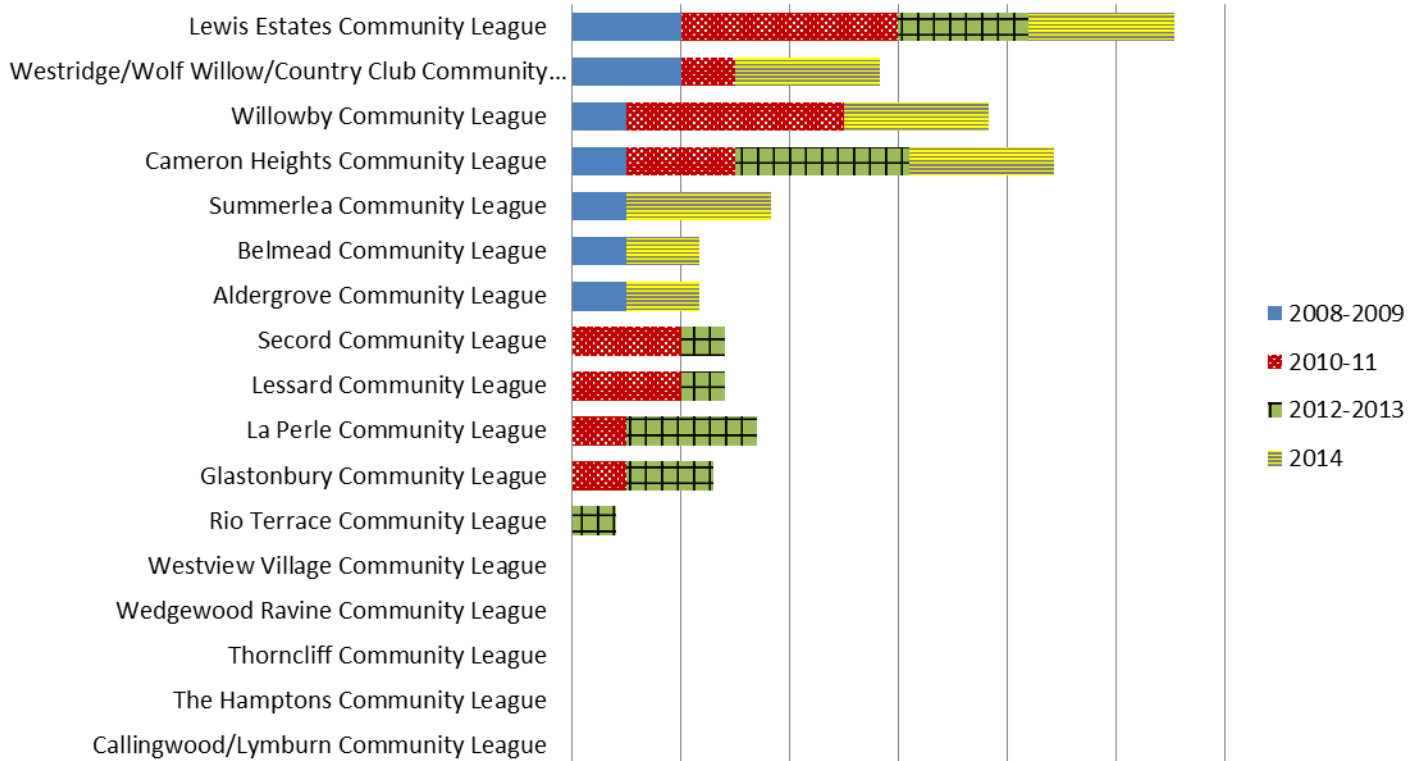
League Attendance at EFCL General Meetings
Appendix 1: District Attendance Trends



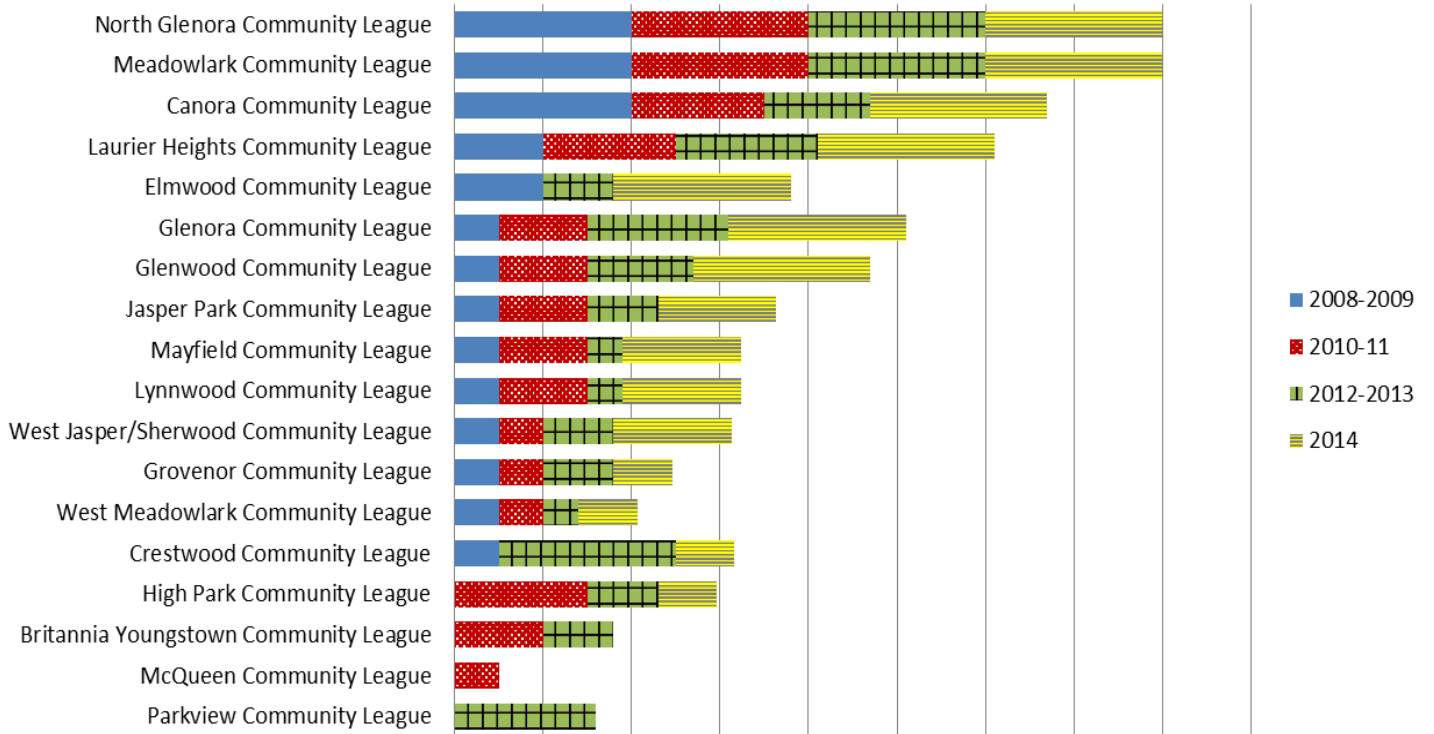
District C Attendance Trends Over Time



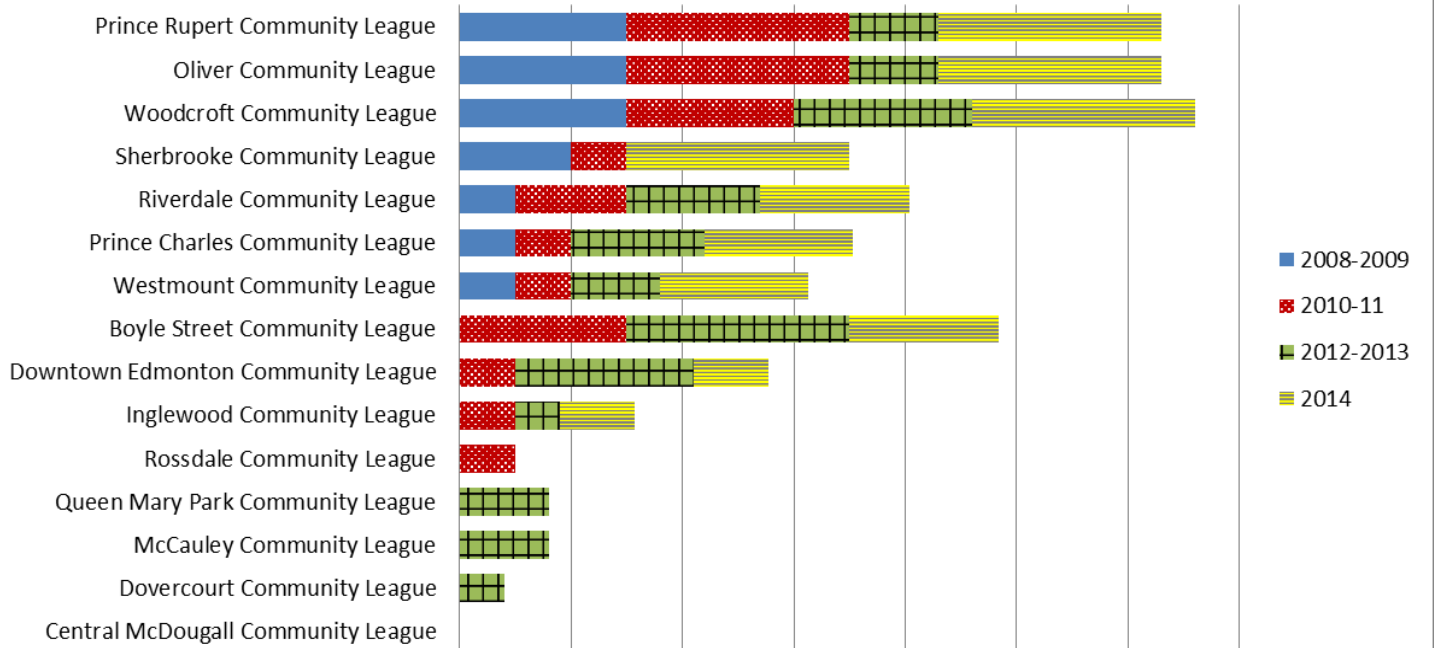
District D Attendance Trends Over Time



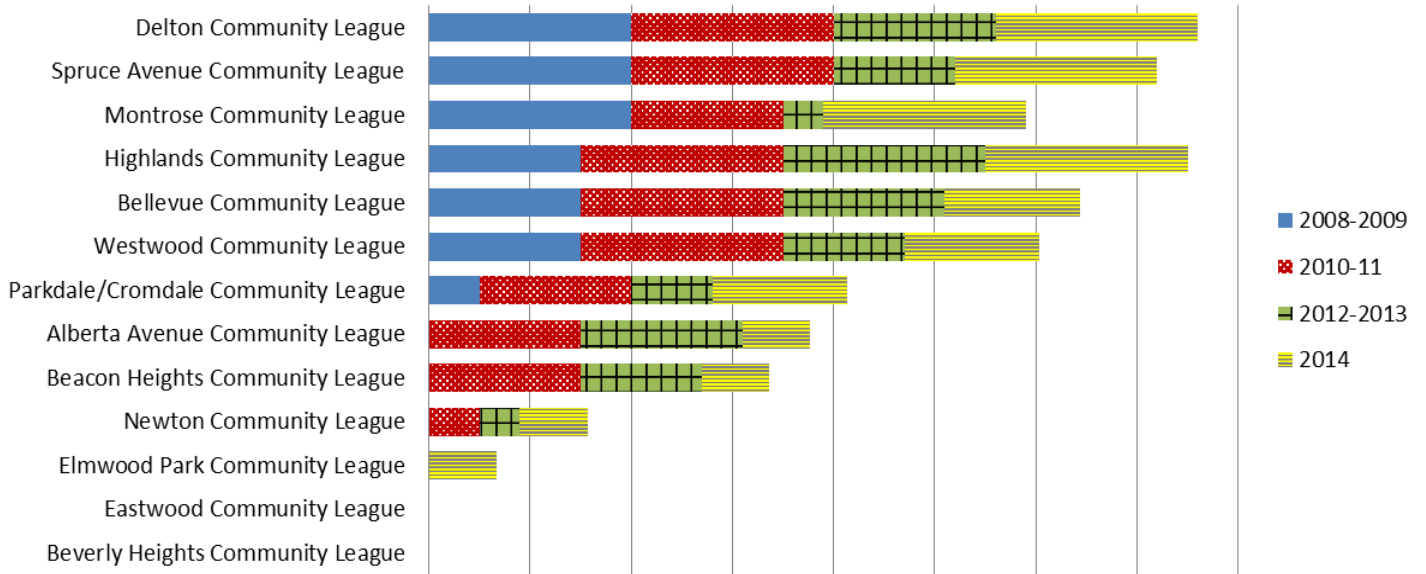
District E Attendance Trends Over Time



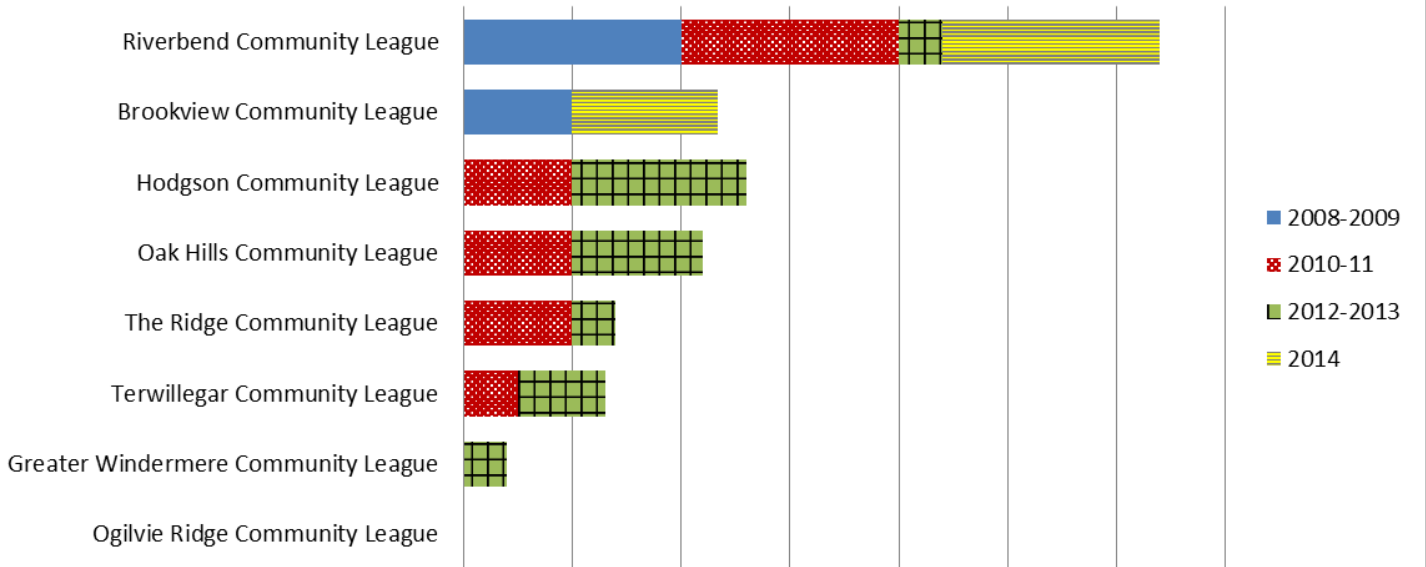
District F Attendance Trends Over Time



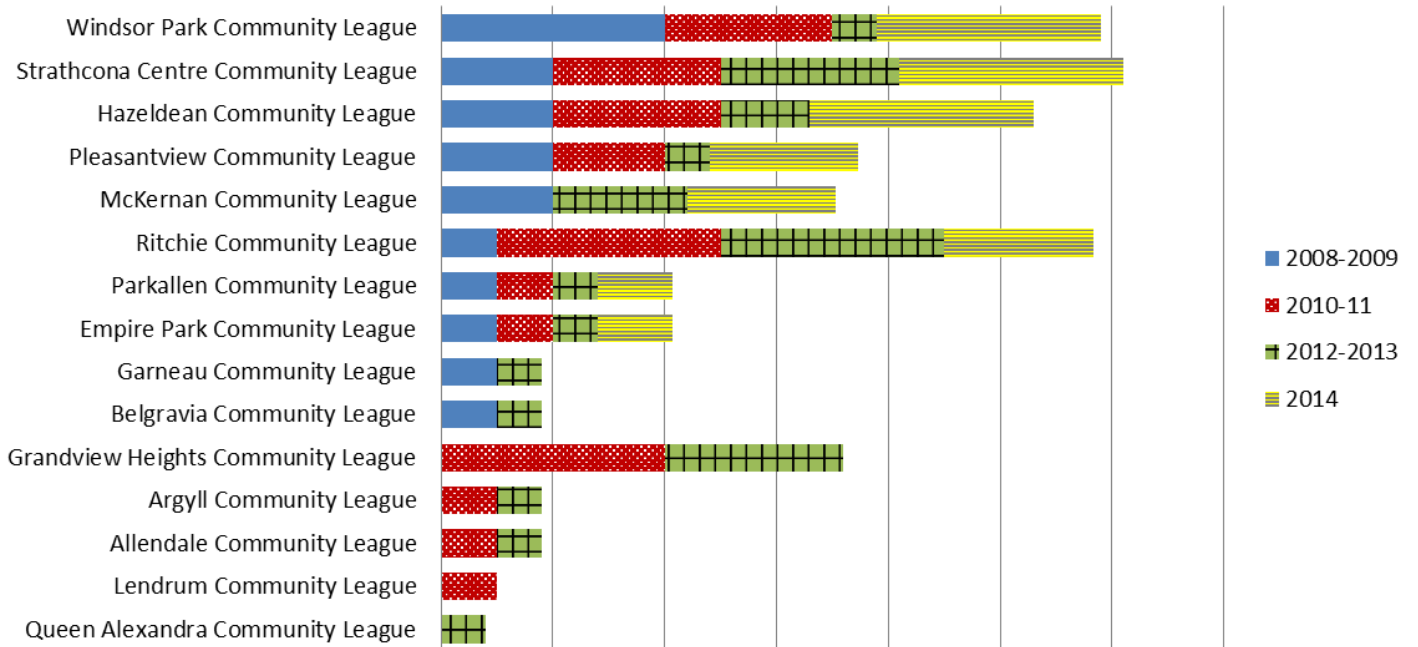
District G Attendance Trends Over Time



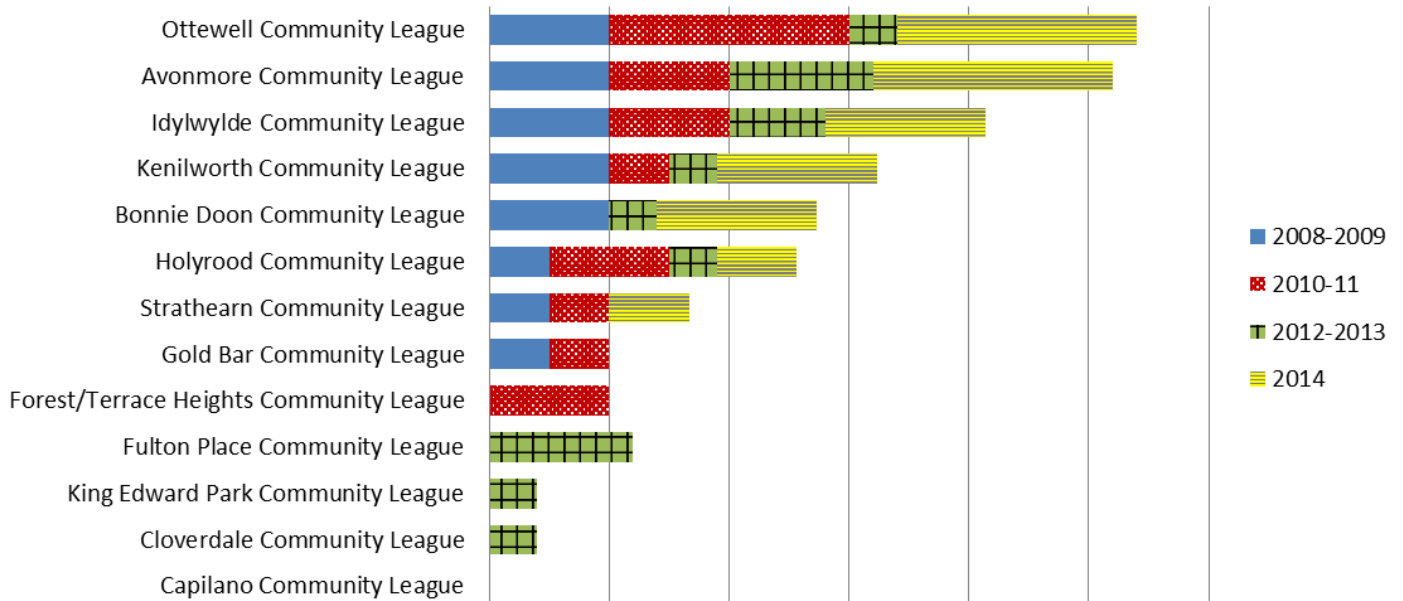
District H Attendance Trends Over Time



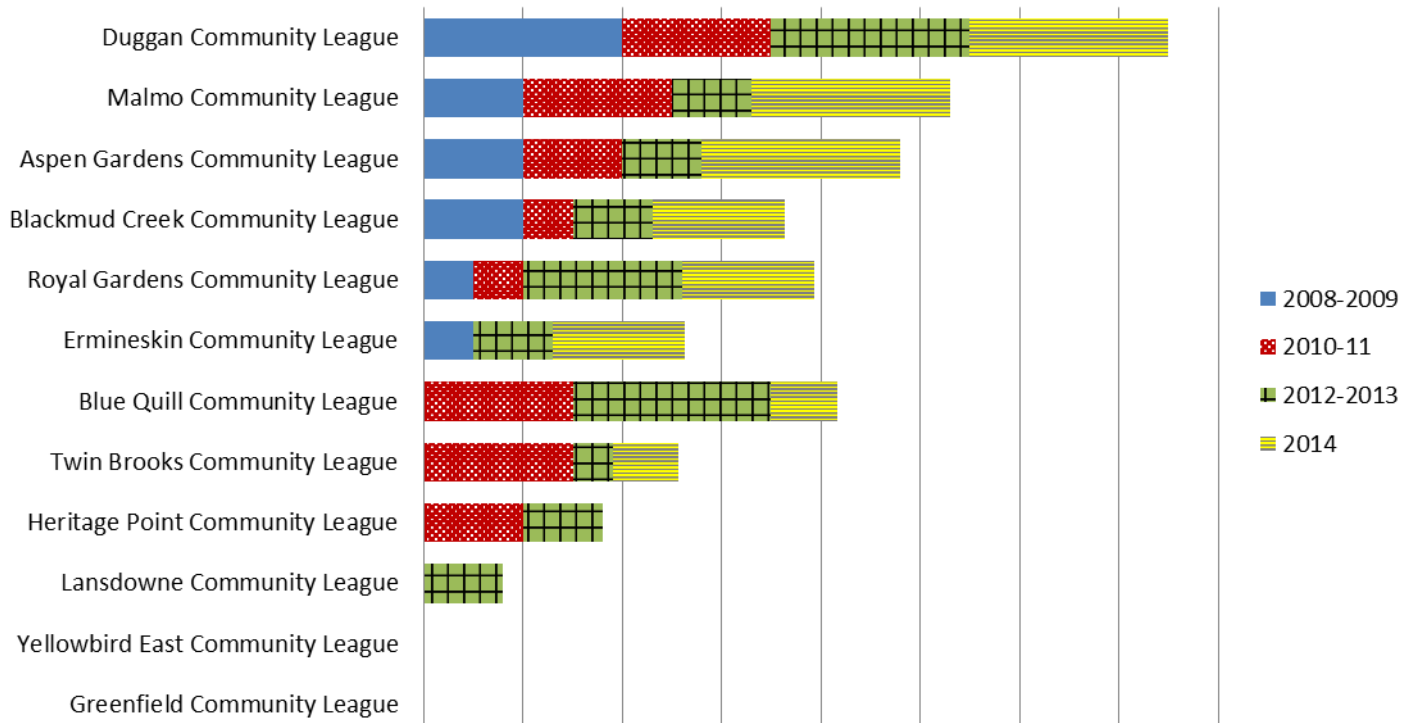
District I Attendance Trends Over Time



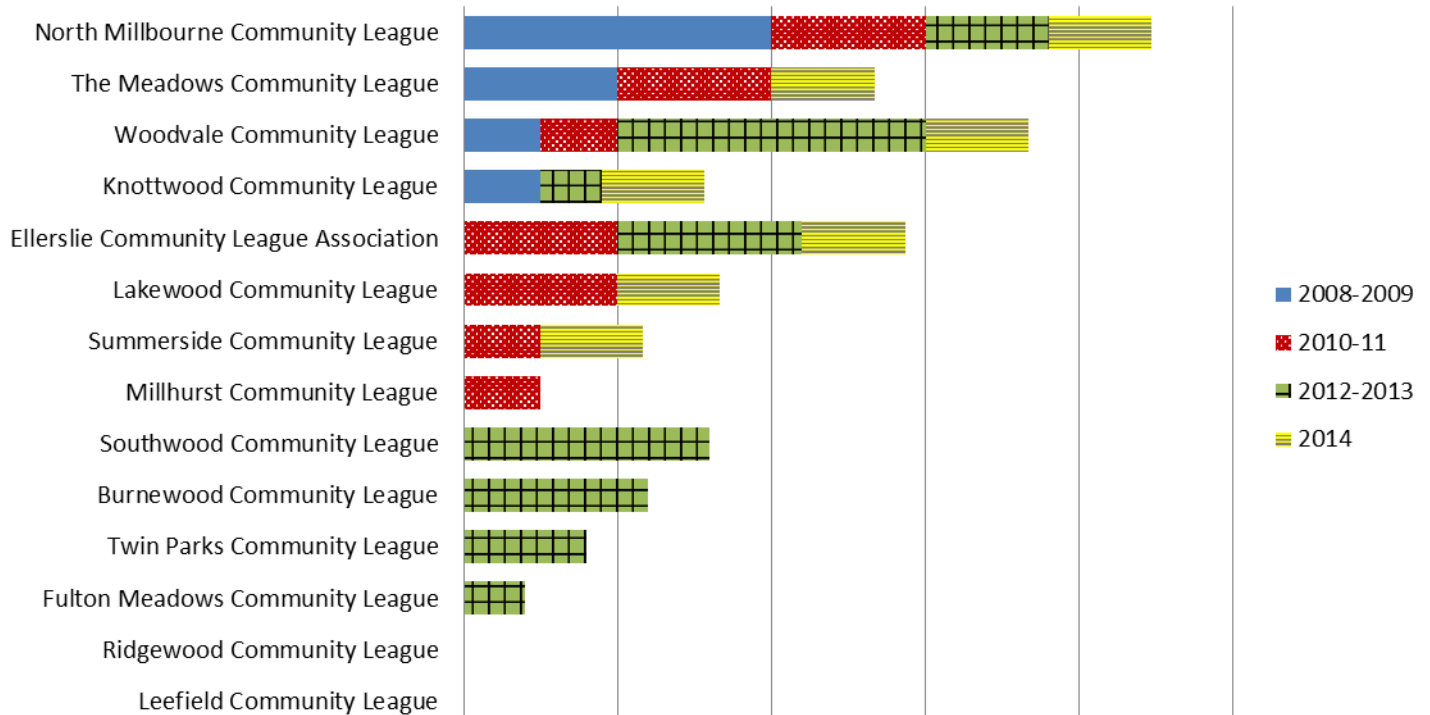
District J Attendance Trends Over Time



District K Attendance Trends Over Time



District L Attendance Trends Over Time



MEETING DATE : January 08, 2015

Item 8.4

AGENDA ITEM # : 8.4 – Communications Director’s Report

PREPARED BY: Barb Martowski, Communications Director

Monthly Analytics (Readership Numbers)

Bi-weekly ENews:

The Dec. 16 issue of our ENews held its own against the Dec. 2 issue. We have roughly the same percentage of opens, which is still 7 points above the non-profit industry standard. We haven’t lost anyone (or gained) with this issue and that’s positive.

One thing that is interesting for this latest issue is the amount of click throughs (people clicking on links to read full info) – we’ve climbed quite a bit, almost double what the industry standard is.

Overall, December is yielding our lowest monthly numbers with July and August our highest – double what all the other months produced. Maybe it is the season, but we also need to take a closer look at our product during January.

Facebook:

As of Dec. 18, and at the time of this writing, we are one new follower from reaching 1,500 friends on Facebook. Overall our reach/shares/engagement continue to improve on this platform at a pace that’s strong and steady. There’s a lot of potential with this page, as we have both league, companies and individuals following us. The same for twitter.

Twitter:

In two weeks, since my last report, we gained another 40 followers. This is an amazing growth story and I look forward to doing a year-end comparison for the next general meeting. Simply put, folks (including leagues) are engaged with us on this platform.

Like Facebook, when promoting ourselves, we make sure to use this platform to lead back to our website to grow our website numbers as well.

Website:

The good news numbers haven’t changed much since my Dec. 4 report, but I am looking forward to producing a year-end report. In short, we are “doing great”, when I compare this to other sites where I have been the web editor.

The other thing I would like to mention is numbers of calls I am getting from leagues who want person-to-person help with walking them through the ins and outs of updating their portion of the site. This is a good use of my time, if it means they are willing to make use of what we have created for them. I also know that those who are already active are enjoying seeing their membership reports, etc. when they log on.

We need to do the next stage of development on the site in 2015, which will allow us to provide more service to the leagues, and continue to tell the EFCL story to Edmontonians overall.

Other News:

We are just putting the finishing touches to a deal with The Examiner to provide content on a regular basis. The content will be designed to match Examiner zones with league districts. This is a two-part (maybe three-part) deal. We'll be doing profiles on all the leagues, plus there will be additional column space for content that is directly EFCL related.

What we are working out is the schedule. I believe this lines up nicely with our Global Chopper deal, and if we time it right, will be a nice lead up to the official launch of our 100th Anniversary Project.

Winners:

You may remember that McLeod Community League won the full page profile from Sun Media, which the league chose to run Wed., Dec. 17. The article ran in both The Sun and The Examiner. This was a very generous prize and it certainly provided, not only McLeod but also leagues in general, as it created a lot of public awareness.

Here is a copy of it.

148 www.edmonton.com EDMONTON EXAMINER.com WEDNESDAY, DECEMBER 17, 2014

MCLEOD COMMUNITY LEAGUE

Come join the fun and meet your neighbours!

McLeod Community League is a member of the Edmonton Federation of Community Leagues, and is made of community volunteers who work together to provide a healthy and safe community by organizing recreation, sports and social activities. We're part of an Edmonton tradition that goes back almost 100 years!

THE WAY WE ORGANIZE

We represent and serve people living in the area north of 137 Ave. and south of 167 Ave., east of 66 St. and west of Manning Freeway. It includes the neighbourhoods of McLeod, Casselman, Miller, McLeod Park / Matt Berry, and Hollick Kenyon.

THE WAY WE COMMUNICATE

Northeast Voice, a community newspaper delivered by Canada Post, ten times per year, to every mailbox.

THE WAY WE MOVE

• Bikeable and walkable area mapping project and multi-use trails. Advocating for lighted crosswalks across the Manning Freeway to the LRT station and across 59A at NE Edmonton Christian School.

THE WAY WE REMEMBER

- Little Mountain Cemetery Tours
- No Stone Left Alone
- Local history articles in the Northeast Voice

THE WAY WE DONATE

• We've collected donations for the Edmonton Food Bank, Canadian Legion, and Youth Empowerment and Support Services.

THE WAY WE RENT THE HALL

The McLeod hall, located at 14715-59 St, is available for rental for events, meetings, weddings and other functions. The main area of the hall (excluding the stage) is 44' by 50'. The hall's capacity is 240 people, but for functions requiring the dance floor, the maximum capacity is 240 people. There is a curtained elevated stage. Please check hall availability in our website before contacting hallrentals@mcleodcommunityleague.ca for a booking.

THE WAY WE SELL MEMBERSHIPS

Visit our website for details and email requests to membership@mcleodcommunityleague.ca

THE WAY WE PLAY SPORTS

Community volunteers coach thousands of children on our teams for indoor soccer, outdoor soccer, baseball, softball, and hockey. We sponsor tons of free activities: outdoor and indoor swim times at city pools, Green Shacks at our four playgrounds, outdoor basketball drop-in programs and two outdoor ice rinks. A McLeod League membership also entitles you to participate in the community league wellness program providing discounted admission fees at city recreational facilities.

THE WAY WE PROGRAM

- Yoga
- Baby & Children
- Fitness Kickboxing
- Seniors Club
- Camp Sampler
- Cooking For Tweens
- Laser Quest
- Collective Kitchen
- Meditation
- Glee Club/Choir
- Dry Land Training Camp
- Fitness Bootcamp

THE WAY WE SOCIALIZE

- Halloween Party
- Christmas Celebration
- Family Day Event
- Volunteer Appreciation Dinner
- Garage Sale
- Community League Day Party
- Monthly Family Movie Nights

THE WAY WE COOPERATE

Board members join with surrounding community leagues to achieve area goals by serving on Area 17 Council, Northeast Zone Sports and Edmonton Federation of Community Leagues committees. We have a strong working relationship with councillor Ed Gibbons and MLA Peter Sandhu who advocate for programs and facilities for our area.

THE WAY WE GREEN

- Front Yards in Bloom
- Winterscapes
- Clean Sweep program
- Blue Box Recycling



Miller Playground



McLeod Playground



Matt Berry/McLeod Park playground



Hollick Kenyon playground



Remembering our veterans at Little Mountain Cemetery
(Photo credits - D. Ballantyne)

Website: www.mcleodcommunityleague.ca Facebook: [Facebook.com/McleodCL](https://www.facebook.com/McleodCL)

MEETING DATE : November 13, 2014
AGENDA ITEM # : 8.5 – Community Planning Advisor’s Report
PREPARED BY: Bev Zubot, Community Planning Advisor

Item 8.5

Work Plan Session for Planning and Development Committee

The EFCL’s Planning and Development Committee has decided that it’s time to develop a new work plan, now that they know what resources they have available for the coming year. A special meeting has been scheduled from 9:00 a.m. – noon, Saturday, Jan. 10, for this purpose.

Specifically, the Committee will

- review the EFCL Strategic Plan and the detailed Business Plan with a focus on the parts most relevant to the Planning Committee
- Articulate at a conceptual level what the Committee is trying to accomplish (our mission), and
- Establish realistic short and long term goals, given our present resources
- Strategize on how we can attract more (volunteer) resources to achieve our goals, and use our present resources more effectively.

The goal setting session will also include a discussion on the degree to which EFCL focuses on training and directly assisting leagues with the land use planning process in their individual neighbourhoods, versus focusing on city-wide planning policy and procedures. If it is decided that we should spend more time on training, then we will have to decide which types of city-wide policies would not be dealt with in the coming year. There will be trade-offs.

Council Initiative on Public Engagement

The City of Edmonton is holding a special workshop for leagues and the EFCL as part of the Council Initiative on Public Engagement. It is set for:

- Date: Tuesday, January 13, 2015
- Time: 6-9 p.m.
- Location: Clareview Community Recreation Centre meeting Room 4

This session is to hear from league and EFCL representatives about issues that affect them and to find ways to help the leagues engage with the city. EFCL board members are encouraged to take part.

MEETING DATE : January 08, 2015
AGENDA ITEM # : 8.6 – Marketing Director’s Report
PREPARED BY: Nora Begoray, Marketing Director

Item 8.8

100th Anniversary Project

Provincial Funding:

On December 16th, Allan and Nora had a conference call with Minister Maureen Kubinec. She was appointed Minister of Culture in September and has the Community Facility Enhancement Program as part of her new portfolio. We applied in June for a \$600,000 grant from this program.

The Minister was very gracious and interested in our project. As the representative from Barrhead/Morinville/Westlock, she was unfamiliar with Hawrelak Park and community leagues, however when we provided some history, background and context, she was very receptive and supportive. Minister Kubinec did mention the challenging financial environment currently but declared they were proceeding with provincial business. She advised that her office will be trying to make a decision on our project “very soon”. We advised construction for our project will most likely begin in the spring of 2016 and that we are amenable to receiving the provincial funding in portions in 2015, 2016 and potentially even in 2017. She said her office appreciated that flexibility.

All of this said, recent political events could lead to even more cost cutting, which leaves the EFCL very cautious about government funding in the short term and more committed to seeking broader funding support for the 100th Anniversary project going forward.

Federal Funding:

I spoke to our Legacy Officer Liaison (Louissette Villeaneuve in Quebec) with regards to our federal grant application. She confirmed she has us on the funding schedule for 2015, 2016 and that there is no critical imperative to submit the formal application and recommended that we wait until we had a detailed phasing schedule. We hope to determine this in January and February through the committee, Urban Systems and Lafarge.

Knowing that our Community League Plaza will be the first priority for the project we will expect that component to be mostly complete by July of 2017. This will allow us to coordinate with Crestwood Community League, the city’s first community league, which turns 100 in 2017, as well as coordinate with the celebration of Canada’s 150th Anniversary at the site. I will be contacting Crestwood to determine interest, and plan to incorporate these great marketing opportunities into our proposal.

Meeting Schedule:

Several key meetings are scheduled for January:

- Monday, January 5th – Fundraising Committee
- Thursday, January 8th – update meeting with Tannia Franke, City of Edmonton, and the EFCL Board Meeting.
- Monday, January 12th – potential steering committee meeting
- Date TBD – Start up meeting with Lafarge and Urban Systems to begin phasing plan and detailed design/construction documents.

Healthy Communities Grant Application

In addition, please note that we are still waiting to hear if we have been awarded a \$50,000 grant from the Healthy Communities Grant Program offered by Alberta Blue Cross. This is to recognize the role that community leagues in Edmonton play in promoting active living and the role our 100th Anniversary Project will play in providing active recreational opportunities for all Edmonton residents.

EFCL Marketing Program

Budget Review:

Current Expense Accounts/Projects	2014	
	Budget	Actual
Heritage Festival	11000	9689
Community League Day	8000	8918
Community League Day Media Event Launch		
Northlands/K-Days	9,000	7887
Advertising	2000	798
Promotional Items	4000	6004
TOTAL	34000	33296

- There are some minor adjustments needed to specific line totals but the aggregate totals are accurate within a variable +/- \$500.

Income/Revenue 2014

Actual

Corporate Sponsorships	25,000
Event Sponsorships	5,250
Total	\$30, 250

(Note): Good news..., the revenue from sponsorships is beginning to cover the marketing event costs throughout the year. This also includes some of our general communication expenses.

Historical analysis for 2015 budget projections.

	2011	2012	2013	2014
	Actual	Actual	Actual	Actual
Heritage Festival	\$ 7,238	3595	16064	9689

(Note): In 2012 the \$3,000 sponsorship fee was paid in 2013 causing a skew in the 2012 and 2013 numbers. Given the range of \$6500 – \$13,000 I think that 2015 budget of 10,000 is an achievable target going forward. Our event contract restricts sponsorship opportunities (to reduce costs) and the increase in volunteer costs in 2014 is expected to continue benefiting reduced staff load.

Community League Day	\$ 8577	4827	6428	8918
-----------------------------	---------	------	------	------

This is our signature event. Some of our annual costs have been in signage (i.e. bridge banners), which will be reviewed in 2015 to ensure that our advertising dollars get the most impact.

Advertising

\$1,079 2126 2403 798

As mentioned earlier, this budget has been very minimal and current staff expect an increase needed to raise the profile and awareness of EFCL and the Community League Movement.

2011 2012 2013 2014

Promotional Items

\$4,596 6563 3401 6004

The stock of items purchased in previous years were utilized in 2013, requiring new purchases in 2014 and an expectation of a new supply (with our new logo) in 2015. Our budget target of \$5,000 reflects the more typical historical costs of 2011 and 2012. Details of items we plan to purchase were outlined in Sept/2014 board report.

NEXT

Building from the review of the historical numbers, and our business planning efforts, January and February will be used to develop a more formal Marketing Plan.

MEETING DATE : January 08, 2015
AGENDA ITEM # : 8.7 – Board Meeting Attendance Policy
PREPARED BY: Allan Bolstad, Executive Director

Item 8.8

3.1 Board and Committee Attendance 2009-04-12

REFERENCE:	DATE APPROVED: 2009-04-12
	ADOPTED BY: Board of Directors

Policy Statement:

If there is a meeting attendance problem with a member of the EFCL Board or an EFCL Committee, the actions outlined in the Implementation section will be undertaken to rectify the situation.

The purpose and or rationale of this policy:

To promptly deal with attendance issues in a delineated and transparent fashion in order to ensure that the Board of Directors and the various committees remain as functional and efficient as possible in order to fulfill its mandate.

3.1 Board and Committee Attendance 2009-04-12

Policy Implementation	Authority: Board of Directors
------------------------------	----------------------------------

1. DEFINITIONS

Board/Committee Attendance Problem: An attendance problem occurs if any of the following conditions exist in regard to a Board/Committee member’s attendance to meetings:

- The member has two un-notified absences in a row (“un-notified” means the member did not call ahead to a reasonable contact in the organization before the upcoming meeting to indicate they would be gone from the upcoming meeting).
- The member has three notified absences in a row.
- The member misses one third of the total number of Board meetings in a twelve-month period.

2. RESPONSIBILITIES

Board Chair: Must promptly contact the member in question to discuss the Board/Committee Attendance Problem

Member in Question: To respond to the Board Chair

Board of Directors: To decide the appropriate course of action based on the Member in Question's response and other related details

3. PROCEDURES

If an attendance problem exists regarding a member, the Board Chair will promptly contact the member to discuss the problem. The member's response will promptly be shared by the Chair with the entire Board at the next Board meeting. In that meeting, the Board will decide what actions to take regarding the Board/Committee member's future membership on the Board/Committee. If the Board decides to terminate the member's membership, termination will be conducted as follows:

- The Chair will request a letter of resignation from the member to be received within the next two weeks. The Chair will also request the member to return all EFCL materials back to the EFCL office within the next two weeks. The Board will vote regarding acceptance of the member's resignation letter at the next Board meeting.
- Should the Board/Committee member refuse to tender their resignation, the Board will proceed as per the EFCL bylaws.
- The Board will promptly initiate a process to begin recruiting a new Board member.

9.0 CORRESPONDENCE

MEETING DATE : January 08, 2015
AGENDA ITEM # : 9.1 – Letter From Catholic School Board
PREPARED BY: Joan Carr, Superintendent

Item 9.1

November 19, 2014

Allan Bolstad, Executive Director and Masood Makarechian, President
Edmonton Federation of Community Leagues
7103 - 105 Street
Edmonton AB T6E 4G8

Dear Allan and Masood,

I would like to take this opportunity to express our thanks for the occasion to spend an evening of fellowship with our Board of Trustees, your Board of Directors, and members of our respective staffs and to engage in meaningful dialogue about issues that are pertinent to both of our organizations.

We would like to begin exploring some of the items that were highlighted during our meeting. We had discussed the support of playgrounds, both in mature neighborhoods and also in communities where new schools will be located. We are very interested in lobbying our provincial and civic governments jointly to support provincial and municipal funding for playgrounds. Please share some possible strategies that you would like to consider in this joint lobby effort.

One of the other topics of discussion was the challenges of signage in parking lot situations where the community league and the school are in very close proximity. I would ask that you identify for us any schools that have been flagged as an area of concern with regards to parking signage so that we can begin to explore solutions.

Thank you again for your hospitality and the opportunity for joint discussion on a number of topics.

Sincerely,

Joan Carr
Superintendent

C.c. Board of Trustees

10.0 WORK IN PROGRESS

MEETING DATE : January 08, 2015
AGENDA ITEM # : 11.1 – 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.	
2014/03/13	5.2	Establishment of 100th Anniversary Project Legacy Fund "That the EFCL create a 100 th Anniversary Project Legacy Fund at the Edmonton Community Foundation."	Ongoing
2014/09/11	7.2	Monthly Financial Report Add "Review of Board Member Conference Fees Budget" to a future Board meeting agenda.	January 08/14
		Meeting With Area Councils That the EFCL Board hold a meeting with the Area Councils early in 2015	
2014/12/11	8.2	City Budget Decisions S. Labonne advised he would check what the final CLIP grants amount totaled.	