



**EDMONTON FEDERATION OF COMMUNITY LEAGUES**

**BOARD OF DIRECTORS**

**REGULAR MEETING PACKAGE**

**DATE: Thursday, October 08, 2015**

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

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

## **EFCL Board Planning Calendar October, November, December, 2015**

### **October**

**2015**

- 08 EFCL Board Meeting
- 17 Record Keeping Workshop
- 20 Fall General Meeting
- 28 EFCL Planning & Development Committee Meeting

### **November**

**2015**

- 12 EFCL Board Meeting
- 25 EFCL Planning & Development Committee Meeting
- 28 Record Keeping Workshop

### **December**

**2015**

- 10 EFCL Christmas Board Meeting At Londonderry
- 23 EFCL Planning & Development Committee Meeting
- 25 –04 EFCL Office Closed

**Edmonton Federation of Community Leagues**  
**Board of Directors Regular Meeting**  
**EFCL Office: 7103—105 Street**  
**Thursday, October 08, 2015, Dinner 6:00 PM / Meeting 7:00 PM**  
**AGENDA**

**Item 1.0**

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

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

**3.0 Urgent Matters / Presentations**

**3.1 Growth Strategy Update**  
**Solved MC/Calder Bateman**

**4.0 Approval of September 10, 2015 Board Meeting Minutes (Attached)**

**5.0 Decision Items (7:30 PM)**

**5.1 Monthly Board Meeting Times (pg. 5)**

**5.2 Postponement Of Rink Roof Fund Reallocation (pg. 6)**

**5.2 Fall General Meeting Agenda (pgs. 7-8)**

**6.0 Exemptions**

**7.0 News From The City of Edmonton**

**7.1 Monthly Report (pgs. 9-12)**

"That the EFCL Board receive the written report for information."

Marleen Kankkunen, Office of Great Neighbourhoods, City of Edmonton

**----- Coffee Break (8:15 PM) -----**

**8.0 Board Reports—N/A**

**9.0 Staff Reports**

**9.1 Financial Advisor's Report (pg. 13)**

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

**9.2 2014 League Finances Overview (pgs. 14-27)**

**9.3 Community League Day Summary (pgs. 28-33)**

**9.4 Terms Of Reference For Partnership Agreement (pgs. 34-37)**

**9.5 League Operating Grant Application Form (pgs. 38-44)**

**9.6 2015 CLIP Grant Summary (pgs. 45-47)**

**9.7 Londonderry Hall Open House (pg. 48)**

**9.8 Board Development Director's Report (pg. 49)**

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

**9.9 Marketing Director's Report (pgs. 50-54)**

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

**9.10 Communications Report (pgs. 55-56)**

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

**9.11 Community Development Report (pgs. 57-58)**

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

**9.12 Community Planning Advisor's Report (pgs. 59-62)**

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

**10.0 Correspondence**

**10.1 Letter From Finance Minister Ceci (pg. 63)**

**10.2 EFCL Letter To Elmwood Park Community League (pg. 64)**

**11.0 Work In Progress (pg. 65)**

**12.0 District Updates/Feedback—N/A**

**13.0 Private Matters**

**14.0 Next Meeting/Announcements**

**14.1 Thursday, November 12, 2015, Dinner at 6:00 PM/Meeting at 7:00 PM, EFCL Office**

**15.0 Adjournment**

9:30 PM

## 5.0 Decision Items

**MEETING DATE :** October 08, 2015  
**AGENDA ITEM # :** 5.1 – Board Meeting Times  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 5.1**

### Recommendation:

**That the monthly EFCL board meeting start at 6:00 p.m. and be preceded by dinner at 5:00 p.m.**

### Report:

In the interest of getting everyone home a little earlier, it is recommended that the EFCL advance the start time of its monthly board meeting.

Currently, the meeting starts at 7:00 p.m. and typically runs until 10:15 or 10:30 p.m. This means that many board members don't get home until 11:00 p.m., particularly during the winter driving season.

One option is to start the meetings earlier. If all things are equal, a 6:00 p.m. start would advance the end time by one hour, which would mean that our meetings would conclude by 9:30 p.m.

If the board still wants to enjoy a hot supper prior to the meeting, it would mean that we would need to start dinner at 5:00 pm.

It is recognized that this is not the only measure that can be taken to advance the end time of our monthly board meetings. A recent move to split our agendas, with presentations one night and staff reports on the other, has proven helpful. And we expect to see other alternatives emerge as part of our growth study, which includes an analysis of our governance practices.

If the board feels that 5:00 p.m. is too early for dinner, then an alternative would be to set dinner at 5:30 p.m. and stick with sandwiches, which is easier to accommodate in a half-hour time period. Or we could set dinner for 5:30 p.m. and the meeting for 6:30 p.m., which would advance the evening by 30 minutes.

**MEETING DATE :** October 08, 2015

**Item 5.2**

**AGENDA ITEM # :** 5.2 – Postponement Of Rink Roof Fund Reallocation

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

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**Recommendation:**

**That implementation of the board's recommendation to re-allocate the EFCL's rink roof funds be postponed until the Winter 2016 General Meeting.**

**Report:**

EFCL directors will recall that in June, a motion was passed which recommended the reallocation of \$75,000 from the EFCL's rink roof program to the development of one or more portable warming huts.

The motion was made when it was felt that there was little, if any, interest from the leagues in constructing a roof over their outdoor rink.

However, in recent weeks, Aspen Gardens Community League has made it known that they are actively pursuing the idea of building a roof over their outdoor rink. They are now poised to apply for a parkland change permit, which will be followed by an application for a Community League Infrastructure Program (CLIP) grant to help cover the cost. Naturally, the league would also welcome some financial assistance from the EFCL, which the federation had promised to any league that is interested in this idea.

We also received an inquiry from Cumberland/Oxford Community League about the availability of the rink roof funds last week.

Naturally, both of these groups will be disappointed to see these funds disappear, just before they are able to use them.

In order to re-allocate these funds to another project, the board needs the support of the general membership, as it exceeds the discretionary limit the board has to make changes to the EFCL budget. This has been set at 3% of the budget (approximately \$25,000).

The motion also needs to the support of Edmonton City Council, which provided the federation with the rink roof money in the first place.

Consequently, the federation could find itself in a very awkward situation, attempting to convince its membership and ultimately city council to reallocate these funds when it appears that one or more of its members are now ready to use them.

With that in mind, it is recommended that the federation postpone this motion for 4 months, until the February 29, 2016 winter general meeting, to see if any league proceeds with its rink roof project. We would use this opportunity to notify the leagues that they have until the winter meeting to decide as a group that they want to build a roof over their rink and formally start the process.

If no league has taken any action, we would revive the motion to reallocate the funds at the winter general meeting.

**MEETING DATE :** October 08, 2015

**Item 5.3**

**AGENDA ITEM # :** 5.3 – Fall General Meeting Agenda

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

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**Recommendation:**

That the draft agenda for the Fall General Meeting be approved.



## **Fall General Meeting Agenda**

**Tuesday, October 20, 2015**

**Evansdale Community League (9111-150 Avenue)**

**Dinner and Registration 5:30 – 6:30 p.m. / Meeting 6:30 – 9:30 p.m.**

**Note: Tour of Auxiliary Hall at 6:00 p.m.**

- 1.0 Call to Order (6:30 p.m.)**
  - 1.1 Introduction of Guests, Board Members and Staff.....Masood/Allan
  - 1.2 Message from the President.....Masood
  - 1.3 Greetings from Sponsors.....Allan/Nora
- 2.0 Adoption of Agenda**
- 3.0 Approval of Minutes**
  - 3.1 Annual General Meeting Minutes (May 21, 2014)
- 4.0 Announcements (6:40 p.m.)**
  - 4.1 Rink Opening Competition.....Allan
  - 4.2 Recording and Retaining League History .....Ron Kuban
  - 4.3 Online Membership Sales.....Joanne
- 5.0 Community Services Department Report (6:55 p.m.)**
- 6.0 Group Discussions/Survey (7:05 p.m.)**
  - 6.1 AGM Communication Survey Results.....Barb Martowski
  - 6.2 Civics Committees/Infill Housing.....Bev Zubot

*..... Break (7:40 p.m.) .....*
- 7.0 Door Prizes/Community League Day Highlights (7:55 p.m.).....Nora Begoray**
- 8.0 Board and Planning Committee Elections (8:10 p.m.).....Marlene Kankkunen**
- 9.0 Presentations (8:20 p.m.)**
  - 9.1 Evansdale Solar Energy System.....Gordon Howell
  - 9.2 EFCL Growth Strategy.....Solved/Calder Bateman
  - 9.3 100<sup>th</sup> Anniversary Project Update/100 Club Video.....Lindsay Smith
- 10.0 Notices of Motion (9:05 p.m.)**
  - 10.1 EFCL Vision and Mission Statements
  - 10.2 Residential Traffic Safety
- 11.0 Staff Reports (By Exemption) (9:15 p.m.)**
  - 11.1 EFCL Financials
  - 11.2 Board Development
  - 11.3 Marketing
  - 11.4 Communications
  - 11.5 Community Development
  - 11.6 Planning and Development
- 12.0 Open Mic - Community League Dialogue (9:25 p.m.)**
- 13.0 Next Meeting Date - February 29, 2016**
- 14.0 Hall Clean-Up**



## 7.0 NEWS FROM THE CITY

**MEETING DATE :** October 08, 2015  
**AGENDA ITEM # :** 7.1 – Monthly Report  
**PREPARED BY:** Marlene Kankkunen, Office of Great Neighbourhoods

**Item 7.1**

### News From The City Of Edmonton EFCL Board Meeting, October 08, 2015



**THE WAY WE LIVE:** Supports the 10-year Goal - *Improve Edmonton's Livability*

### Task Force Targets Root Causes of Poverty in Edmonton

A community-led initiative focused on poverty in Edmonton has come forward with a bold strategy that aims to eliminate poverty in our city in a generation.

The EndPovertyEdmonton task force, co-chaired by Mayor Don Iveson and Bishop Jane Alexander released its [strategy](#) on September 18. It contains 28 priority recommendations that task force members believe, working with the community and other orders of government, are a starting point to eliminate poverty in Edmonton.

EndPovertyEdmonton brings together front-line social services agencies, educators, health care practitioners, Aboriginal Edmontonians, newcomers, government agencies, the business sector and faith communities, to seek new solutions to end poverty in our city. The task force also drew on the wisdom and experience of 200 volunteers from all walks of life to help with the development of the priority recommendations.

Of the 28 priority recommendations, the 22-person task force identified six key areas – or “game changers” – that represent an important place to start and can make a significant difference to those living in poverty:

- Eliminate racism
- Livable incomes
- Affordable housing
- Accessible and affordable transit
- Affordable and quality child care
- Access to mental health service

Another critical element identified is the need to build a grassroots community movement, under the End-PovertyEdmonton banner, ensuring all Edmontonians see they are part of the solution to ending poverty.

Over the fall, the task force will connect with Edmontonians to hear to what they have to say about the recommendations and, where appropriate, fine tune them before bringing the final report back to City Council in December for approval. Work is underway to develop a 10-year implementation plan by spring 2016.

For information about the EndPovertyEdmonton Strategy and the engagement schedule, please visit [EndPovertyEdmonton.ca](http://EndPovertyEdmonton.ca)

## City Hall Express

City Hall Express, a revamp of an existing City program (Connections), ended their pilot season with the final stop on October 8th at Rundle School. Its purpose was to bring information about City programs and services to residents in convenient areas and at events. The van traveled to different locations in the City and was staffed by specially-trained 311 customer service agents to answer questions and show residents how to access online services and information.

City Hall Express is a joint pilot project of the Office of Public Engagement (Corporate Communications), Neighbourhoods Strategy and Supports (Neighbourhoods Branch), and Customer Information Services Branch. It was a five-month pilot, running from May until October 2015, including 14 stops, with at least one stop in each ward.

We talked to over 500 Edmontonians and had overwhelming expression of support for the program. We are wrapping up the pilot program with a summary report to support decision-making about the future of the program.

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

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

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## Measures to Combat Traffic Shortcutting to be implemented in Four Neighbourhoods

Four Edmonton neighbourhoods have been chosen to take part in the City of Edmonton's Traffic Shortcutting Pilot Project.

The communities – Crestwood, Ormsby Place, Ottewell and Newton – will have a variety of traffic calming measures installed to dissuade drivers from speeding or shortcutting through the neighbourhoods.

Measures include speed humps, speed tables, digital traffic feedback signs, and in the case of Ormsby Place, restricting through access on 188 Street at 69 Avenue.

The installations of the traffic calming measures began September 26, 2015 and all installations should be complete by mid-October. Feedback will be gathered from neighbourhood residents to evaluate the project.

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

## We're Making Tracks

Residents across the Capital Region are finding letters in their mailboxes inviting them to participate in *Making Tracks*, the 2015 Edmonton & Region Household Travel survey. This survey looks where, when and why people travel over a 24-hour period.

To date we have sent out over 120,000 invitation letters to households in the Edmonton regions and in October we'll send out 90,000 more. Over 40% of households can expect to receive an invitation to participate in this important one-day travel survey.

*Making Tracks* is a project of the City of Edmonton in partnership with Alberta Transportation and the Capital Region Board. It is conducted once every 10 years and is the largest and most comprehensive source of travel data in the Edmonton region and provides the basis for transportation planning for all the organizations involved.

Data collected during the 2005 Household Travel Survey helped inform the development of the City's Transportation Master Plan, *The Way We Move*; plan the Valley and Metro Line LRT expansions; determine bus transit centre locations; design the Anthony Henday Drive; and much more.

Your contribution to this survey makes a difference. No matter how little or how much you travel, your information will help contribute to transportation planning in your community.

If you receive an invitation letter, please consider participating. The survey closes at the end of October.

For more information or to register, visit our website [MakingTracks2015.ca](http://MakingTracks2015.ca) or call our hotline at 780-652-2442.

**THE WAY WE GROW:** Supports the 10-year Goal - *Transform Edmonton's Urban Form*

## **The Community Infill Panel Needs You**

Help lead the City of Edmonton's next steps in improving infill by sharing your ideas and thoughts on upcoming initiatives.

The City is inviting residents, builders and community organization representatives to make up the Community Infill Panel. The panel will provide the City with feedback on infill-related consultation, communication, engagement and the Infill Roadmap actions.

Panel members will be asked to commit to a two year term with approximately five meetings per year. During those meetings, the panel will discuss infill as part of a larger city-building strategy and provide the City with new perspectives and ideas to help move forward with infill.

The Community Infill Panel is action six of the Edmonton Infill Roadmap.

Interested in being on the panel? Applications are available [online](#) along with the Terms of Reference.

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

## **Privacy Screening**

At the April 13, 2015 City Council Public Hearing, Administration was instructed to provide a report outlining the Zoning Bylaw regulations relating to privacy screening for platform structures (decks, terraces, roof top patios, balconies) and prepare a summary of options for possible amendments to the Zoning Bylaw.

This project is at the information gathering stage. As such, the Zoning Bylaw Team is looking to attend events in your community to engage its members, and is inviting interested individuals or groups to directly share their experiences.

To have a representative attend your upcoming community event, or to learn about opportunities to join the conversation and share your perspective, please contact Adam Sheahan directly at 780- 442-2582 or [adam.sheahan@edmonton.ca](mailto:adam.sheahan@edmonton.ca)

Project Website: [edmonton.ca/privacyscreening](http://edmonton.ca/privacyscreening)

## **Setbacks and Amenity Area in the RF3 Small Scale Infill Zone**

In response to a motion passed by Executive Committee on April 21, 2015, Administration is reviewing and amending the way the Zoning Bylaw regulates the side setback and amenity area requirements for row housing in RF3 - Small Scale Infill Development Zone. An interactive workshop on Setbacks and Amenity Area in the RF3 Small Scale Infill Zone was held on September 14, 2015.

Many great ideas and perspectives were shared by members of the public, EFCL, Community League representatives and infill developers.


For those who were unable to attend the workshop but wish to still become involved and provide feedback, an online survey is available on the [project website](#) until October 14.

For all other project related inquiries, please contact Adam Sheahan directly at 780-442-2582 or [adam.sheahan@edmonton.ca](mailto:adam.sheahan@edmonton.ca)

## 9.0 STAFF REPORTS

**MEETING DATE :** October 08, 2015  
**AGENDA ITEM # :** 9.1 – Financial Advisor’s Report  
**PREPARED BY:** Linda Crosby, Financial Advisor

**Item 9.1**

EDMONTON FEDERATION OF COMMUNITY LEAGUES									
FINANCIAL REPORT SUMMARY									
Eight Months Ending August 2015									
REVENUE	LAST THREE MONTHS			YEAR TO DATE			YEAR END		
	Budget	Actual	Var	Budget	Actual	Var	Budget	Proj.	Var
Grants - Municipal - C of E	134,334	134,334	0	358,224	358,224	0	537,335	537,335	0
Grants - Municipal - Other	0	0	0	39,000	39,000	0	39,000	39,000	0
Grants - Social Media Training	2,000	2,000	0	10,000	10,000	0	10,000	10,000	0
Grants - Rink Program	0	0	0	0	0	0	5,000	5,000	0
Income	31,076	29,726	-1,350	94,869	94,777	-92	148,500	148,500	0
Casino	9,999	773	-9,226	26,665	8,950	-17,715	40,000	40,000	0
Membership Campaign	0	1,353	1,353	24,850	23,361	-1,489	25,000	25,000	0
Windflags	0	7,435	7,435	0	19,735	19,735	0	26,210	26,210
<b>TOTAL REVENUE</b>	<b>177,409</b>	<b>175,621</b>	<b>-9,223</b>	<b>553,608</b>	<b>554,047</b>	<b>439</b>	<b>804,835</b>	<b>831,045</b>	<b>26,210</b>
Staff Resources	134,884	129,912	4,972	331,955	335,233	-3,278	507,500	507,500	0
Contract Services	5,000	12,889	-7,889	13,333	16,721	-3,388	20,000	20,000	0
Operations	22,575	18,411	4,164	59,200	55,280	3,920	91,300	91,300	0
Governance	2,250	4,538	-2,288	15,500	12,635	2,865	21,000	21,000	0
C.L. Services	32,800	31,244	1,556	55,800	52,993	2,807	81,500	81,500	0
Membership Campaign	500	0	500	24,000	27,132	-3,132	24,000	24,000	0
Windflags	0	6,478	-6,478	0	22,231	-22,231	0	22,231	-22,231
Onetime - Growth Plan	17,210	17,210	0	17,210	17,210	0	39,000	39,000	0
Professional Fees	900	417	483	2,100	567	1,533	9,000	9,000	0
Recruitment	0	741	-741	750	741	9	1,500	1,500	0
<b>TOTAL EXPENSES</b>	<b>216,119</b>	<b>221,840</b>	<b>-5,721</b>	<b>519,848</b>	<b>540,743</b>	<b>-20,895</b>	<b>794,800</b>	<b>817,031</b>	<b>-22,231</b>
<b>NET OPERATIONAL</b>	<b>-38,710</b>	<b>-46,219</b>	<b>-14,944</b>	<b>33,760</b>	<b>13,304</b>	<b>-20,456</b>	<b>10,035</b>	<b>14,014</b>	<b>3,979</b>
<b>CAPITAL purchases</b>									
<b>Unrestricted Reserves 1/1/2015</b>							48,001	48,001	
Computer Upgrades	2,646	2,646	0	4,042	4,042	0	7,000	7,000	0
Growth Plan	0	0	0	0	0	0	24,000	24,000	0
Printer	0	0	0	0	0	0	5,000	5,000	0
Website Development	513	513	0	12,175	12,175	0	13,000	13,000	0
<b>TOTAL CAPITAL</b>	<b>3,159</b>	<b>3,159</b>	<b>0</b>	<b>16,217</b>	<b>16,217</b>	<b>0</b>	<b>-999</b>	<b>-999</b>	<b>0</b>
							<b>VARIANCE</b>		
<b>REVENUE</b>							<b>YTD</b>	<b>PYE</b>	
Income	> On track						-92		0
Casino	> Spending to increase when proceeds are in						-17,715		0
Membership Campaign	> Windflags unbudgeted						19,735		26,210
Membership Campaign	> Slightly under						-1,489		0
							<b>439</b>		<b>26210</b>
<b>EXPENSES</b>									
Staff Resources	> Overtime, termination payout & office assistant						-6,666		0
Operations	> Underspent in utilities & telephone costs						3,920		0
Governance	> Underspent in Board meetings						2,865		0
Professional Fees	> Underspent in legal fees						1,533		0
Recruitment	> On track						9		0
C.L. Services	> Windflags unbudgeted, offset in revenue						-22,231		-22231
C.L. Services	> On track, timing variances, cultural bochure no spent yet						2,807		0
C.L. Services	> Overspent in Membership Supplies						-3,132		0
							<b>-20895</b>		<b>-22231</b>
 Allan Bolstad, Executive Director									
							Date		

**MEETING DATE :** October 09, 2015  
**AGENDA ITEM # :** 9.2 – 2014 League Finances Overview  
**PREPARED BY:** Amanda Henry, EFCL Assistant Director

**Item 9.2**



## Community League Movement Financial Snapshot

Prepared by Amanda Henry, EFCL Assistant Director  
January – June 2015

### Executive Summary: Overall, the picture is good

In 2014, leagues were able to voluntarily share their financial information as submitted to the City with the Edmonton Federation of Community Leagues (EFCL). In keeping with the spirit of discussions with EFCL's membership and motions passed in 2014 (included as Appendix 2), EFCL undertook to analyze the data to gain insights that will be used to benefit community leagues.

On the whole, league finances are in good shape.

Most leagues are

- Sustainable – most leagues are carrying healthy operating reserves, actively selling memberships, and successfully applying for grants
- Active – that is, money is being spent on programming and events in the community
- Accountable and responsible – many leagues engage professionals to review their finances, and present those finances to their membership

While there certainly are areas where leagues need more support and where we need to do more work to ensure that leagues are sustainable in the long term, we are pleased to report that the league movement as a whole appears to be financially on track.

In preparing this report, EFCL noticed with some interest that community leagues appear to be prioritizing access and inclusion over their financial bottom lines, especially with respect to operating their halls and providing programs. Community leagues are able to make these financial choices because of the significant 'people power' of community league volunteers, grant support from the City, and access to gaming proceeds.

Qualitative research would be required to establish the cause, but a cursory examination of finances show that most leagues spend significantly more on programs than they bring in as program revenue. Many offer programming out of their halls, foregoing a rental revenue opportunity, and many have clearly set their rental rates at or below the level required to cover their utility and routine maintenance costs. This financial data supports anecdotal information passed to EFCL about how community leagues are doing the work of connecting neighbours and enhancing community quality of life. It's extremely common for community leagues to provide food at events for little to no charge, to have informal subsidy programs so that kids can play sports, to fundraise for or donate equipment, and to offer other kinds of subsidies to make their programs more accessible and inclusive.



Community leagues are one of Edmonton's unique strengths. While many cities in Canada have community association networks, no one does it quite like we do.<sup>1</sup> Leagues provide spaces to connect people, and services and programs that bring Edmontonians together to live well build vibrant communities. These amenities and services strongly align with *The Way We Live: Edmonton's People Plan*.<sup>2</sup>

### Source of Data & Acknowledgements

Community leagues were asked to authorize the transmission of the financial statements they included in their 2014 Community League Operating Grant (CLOG) application to the EFCL. 104 leagues provided this authorization, and the City of Edmonton compiled and transmitted data to us accordingly.

Data was received from the City by EFCL as a secure electronic transfer of PDF documents. EFCL conducted all data entry and analysis. Defining the scope of data entry and doing the input work took approximately 40-50 hours of EFCL staff time spread over 6 months. Data analysis involved the review of 104 separate financial statements provided as PDF documents, the identification of key data sets to review, and inputting 1,248 individual data items drawn from the 104 submitted reports, plus qualitative notes. Some preliminary analysis was done on a variety of cross-tabulations and whether district-by-district comparisons could be provided before settling on the information summarized in this report.

The EFCL would like to extend its sincere thanks to the City of Edmonton and the community league movement for their support of this research project. The data that has been provided to us provides invaluable insights into the work of community leagues, and we appreciate your assistance.

The EFCL would also like to stress its commitment to using the information for the benefit of all leagues, and providing only general, aggregate financial and statistical information in keeping with the spirit of the motion passed at our February 2014 general meeting. Excerpts from the EFCL minutes are included in Appendix 2 for reference.

### Notes on interpretation

- The lack of standardization in revenue and expense categories make comparisons difficult (e.g. some leagues combine utilities and phone into one expense line on their financial statements, many do not separate operating grants out from other grants, only some defer gaming revenue over 2 years)

<sup>1</sup> "Typologies: Environmental Scan of Select Community-Based, Not-For Profit Networks Across Canada," Federation of Calgary Communities, 2015, [https://calgarycommunities.com/content/wp-content/uploads/2014/10/Typologies\\_Environmental-Scan-of-Select-Community-Based-NPO-Networks-Across-Canada.pdf](https://calgarycommunities.com/content/wp-content/uploads/2014/10/Typologies_Environmental-Scan-of-Select-Community-Based-NPO-Networks-Across-Canada.pdf) Last accessed 20150716.

<sup>2</sup> "The Way We Live: Edmonton's People Plan," City of Edmonton, 2010. [http://www.edmonton.ca/city\\_government/city\\_vision\\_and\\_strategic\\_plan/the-way-we-live.aspx](http://www.edmonton.ca/city_government/city_vision_and_strategic_plan/the-way-we-live.aspx) Last accessed 20150716.

- The lack of standardization of the real world operations of leagues also makes comparison difficult, especially in the cases of membership revenue and of hall financial information.
- The data contains some significant outliers. In several places, the highest and lowest totals have been removed from the dataset for comparison purposes.
- Even within professionally prepared or reviewed statements, there is a high degree of variability around how leagues present their financial statements.
- Because leagues don't always account for their gaming revenue across 2 years and because many roll grants and project funding into their operating budgets, we would need data from multiple years to assess when a major surplus or deficit may be cause for concern.
- Unrestricted reserves include immediately accessible cash assets only, and do not include term deposits (which may also be unrestricted upon maturity of the investment) or restricted income (i.e. gaming proceeds).
- This is only a snapshot of league finances at one moment. We can't draw trend conclusions, and may lack the context to draw strong conclusions based on this information.

## Results

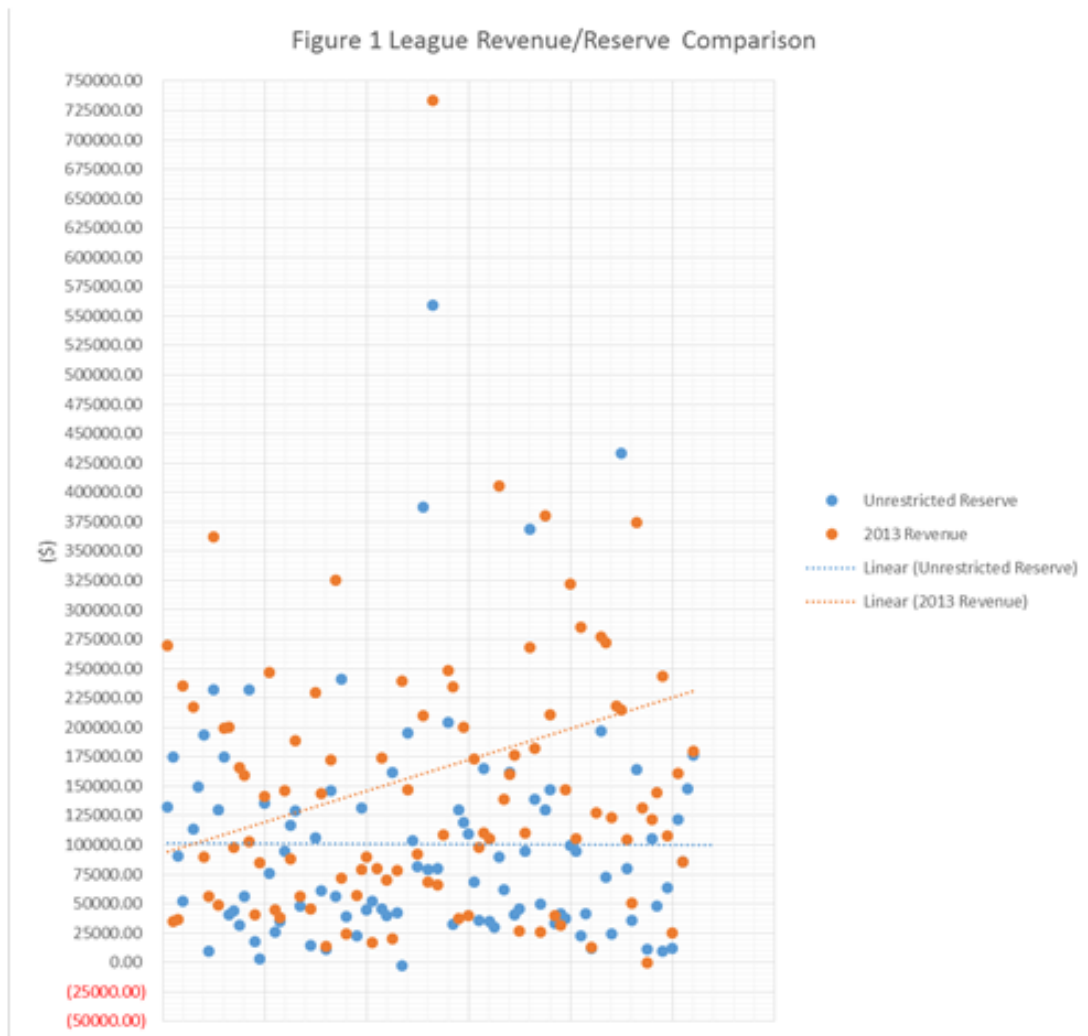
The average annual revenue of community leagues is \$163,740. Many include their whole gaming proceeds in the revenue for the year they received it rather than carrying over across the two year period of the funding. There is a wide spread between the minimum revenue (\$0) and maximum annual revenue (over \$1 million) of community leagues. Most community leagues are carrying unrestricted operating reserves, with an average operating reserve size of about \$100,000. This is a good sign that most leagues have at least some contingency funding they can access for emergencies. This information is summarized in *Figure 1*.

As non-profits, community leagues can generate surplus revenue provided it's directed back to the league's work, and ideally are avoiding operational deficits. Approximately 31% of the leagues that submitted reports reported a deficit in 2013. While that may be cause for concern, no conclusions can be drawn as it's possible many of those deficits are actually accrued as a result of expensing against gaming revenue that was reported in the previous fiscal year. It's also clear that some of the deficits reported relate to a one time capital expense (e.g. further research by EFCL revealed that the \$400,000 deficit shown is due to an emergency hall renovation that was accounted for as maintenance and largely paid for by a grant reported in the previous fiscal year). This is summarized in *Figure 2*.

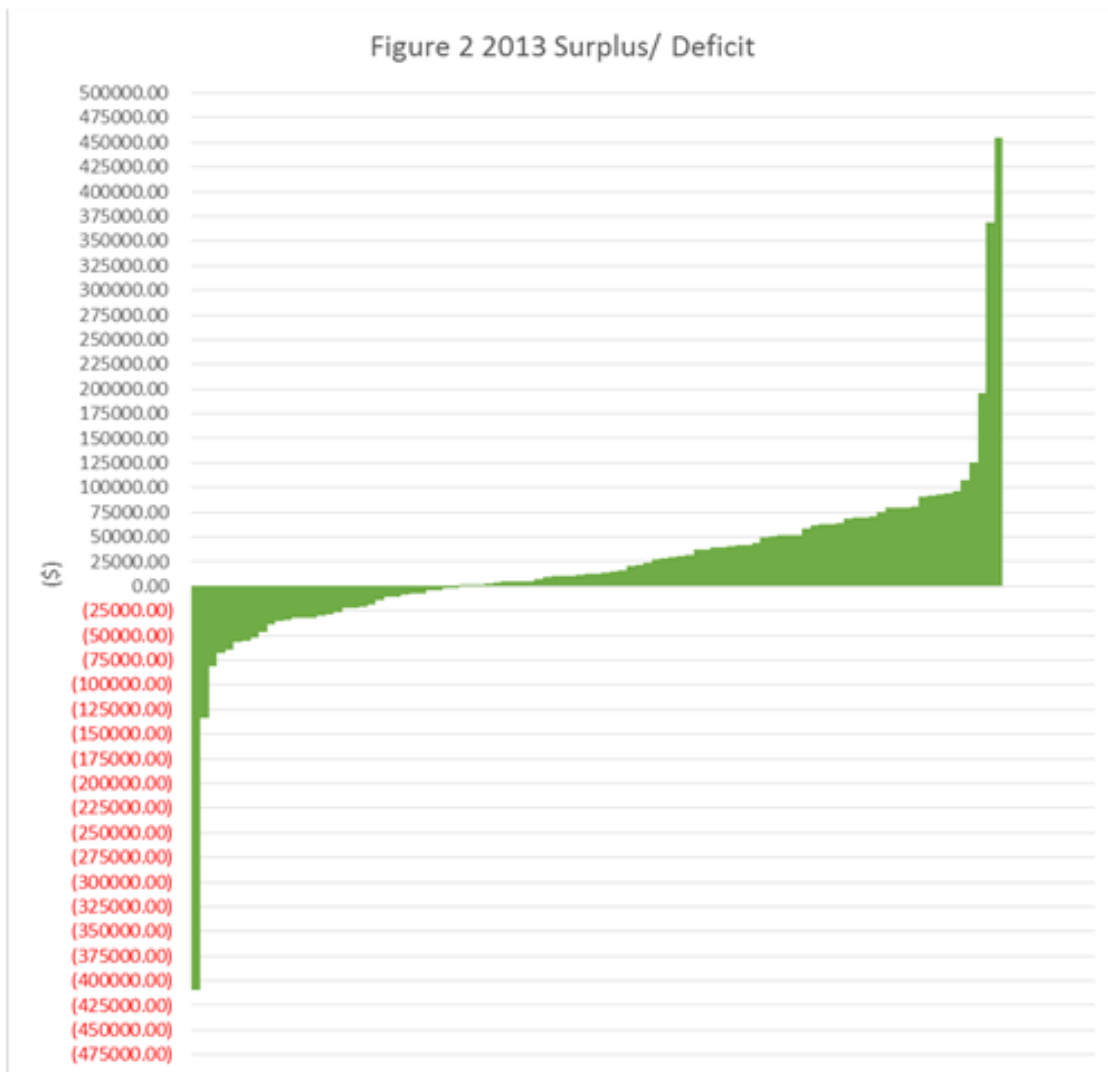
League programming revenue and expense data was the least consistently formatted data set. Some leagues lump all non-event offerings under the broad heading of 'programs' in their balance sheets, while others itemize out specific events and programs, and some appear to account for their programs by internally useful categories (e.g. sports are separated from socials, or they're accounted for according to where they took place). Very little can be said of league



programming from their financial statements except that it is taking place, and it appears that leagues are generally though not universally operating programs at a financial loss.



No leagues report relying on membership revenue as their primary source of funding – on average, 5.5% of overall revenue is from memberships. Further research would be needed to establish whether this is due to fewer memberships being sold or whether memberships are generally being offered at too low a cost to act as a significant revenue source.



More research is required to understand the complex dynamics of hall operations. This report does not have trend data and did not explore capital revenue and expense profiles at all. Based on a simplistic calculation that takes into account overall hall revenue, utilities, and reported maintenance expenses, we established whether halls were operating on a 'break even' basis. By this calculation, most halls are operating at a deficit. It is likely that leagues rely on their Community League Operating Grants and gaming revenue to a significant degree to keep the lights on and give them the flexibility needed to provide affordable, programmable gathering spaces. Hall net revenues summarized in *Figure 3*.

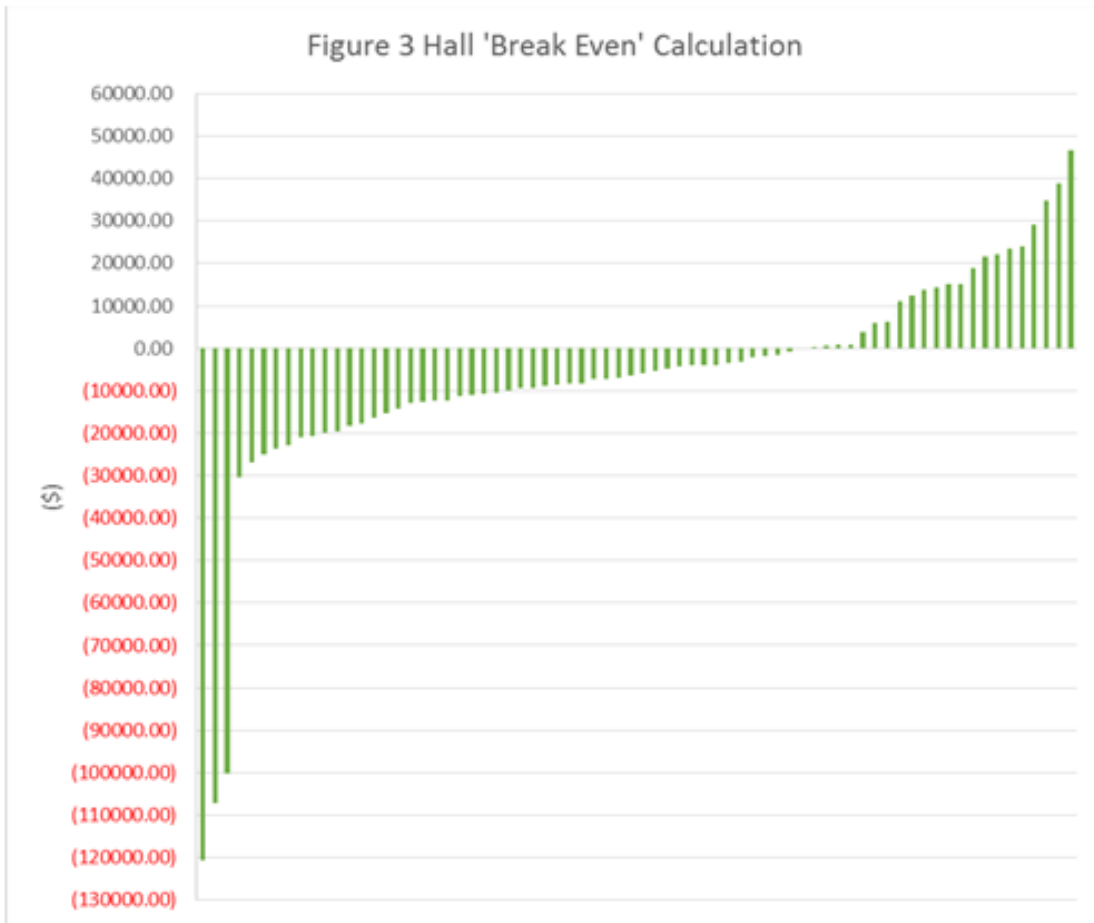


Chart summaries of the mean, median, minimum and maximum revenue and expenses examined are provided in Appendix 1.

## Discussion

### Overall Quality of Financial Reporting

Leagues clearly take their financial responsibilities quite seriously. 30 of the financial statement packages submitted were professionally reviewed. Most professional reviews conducted were review engagements, but a small number of leagues appear to have had formal audits done.

37 of the 104 reports submitted (36%) were flagged for anomalies or incompleteness and will be forwarded to the EFCL Financial Advisor for further review. Though there is a great deal of care evident in the submissions, the quality and diversity of the financial statements demonstrate a clear need for increased financial literacy resources and support for community leagues.

Issues noted included

- Distinct revenue/expense categories collapsed together (e.g. membership and programs, all grants) or other formatting issues (57% of flagged reports)
- Incomplete or insufficient reports (27% of flagged reports)
- Members of the Executive or Board signing statements to certify they've been reviewed (19% of flagged reports)
- High general, miscellaneous, or other categories of revenue that seem unusual (24% of flagged reports)
- Appears to have submitted reports for the wrong fiscal year (5% of flagged reports)
- Listing of "lost" funds, significant losses due to NSF cheques, (5% of flagged reports)

### Revenue Diversity

Leagues primarily collect revenue from gaming, grants, and programs. Very few leagues rely to any significant extent on membership dues, and several reported no membership revenue. Leagues that reported no membership revenue are primarily (though not exclusively) leagues that offer free memberships.

The degree to which the community league movement is reliant on gaming proceeds deserves further consideration. As gaming proceeds are a restricted, closely monitored, and highly competitive source of government funding, EFCL should work with leagues to explore alternate and contingency funding options.

### Readiness for the Future

While overall leagues appear to be managing their annual operations effectively, there is some cause to be concerned about future readiness. Most leagues do have at least some operating reserve, but the size of reserves varies. Data was not collected on the use of restricted reserves: this area of league operations should be explored in more detail. Leagues, especially those with aging facilities, should be building reserves to assist with routine and emergency maintenance and to plan for building renovations or end-of-life renewals.

As noted in the previous section, leagues are highly dependent on gaming use of proceeds. They are also highly dependent on operating grants. While this is not cause for immediate concern, long term risks to league financial sustainability should be discussed.

### Recommendations

#### Further Research

The EFCL should continue collecting and analyzing this data for at least 3 more years every year. This would help us establish the 'rhythm' of community league finances. We especially need data over a 4 year period so that we can see how community leagues typically account for gaming proceeds and how often they engage professional financial review services.

EFCL only entered a selection of the data available for analysis to try and economize on staff time. In future years, it would be useful to review what leagues are spending on staffing costs, and look at programming revenue and expenses in more detail.

EFCL should partner with an expert agency to further explore how community leagues contribute to poverty reduction and social cohesion. The choices that community leagues are making about how they manage their halls and what revenue they generate from programs seems to speak to a need for affordable access to space and recreation that they are filling.

### **Areas for Increased Support**

It's clear that increased support in the area of financial management would be useful to the majority of leagues. EFCL should consult with leagues and CRCs to see which resources are the most needed. Toolkit/standardized books, educational resources, vendor sourcing for professional book keepers come immediately to mind.

### **Strategic Conversations**

EFCL should undertake more detailed qualitative and quantitative understanding of league programming. We need to understand why community leagues typically spend significantly more on programs than they bring in as program revenue, and whether there is a recent trend, and whether there are geographic correlations associated with the degree to which leagues are recovering their program costs. It's likely that there are linkages to Edmonton's Poverty Reduction Strategy that haven't been fully explored.

EFCL needs to work with the City of Edmonton to improve our understanding of how league halls are being operated and forecast what the costs and risk management needs of leagues will be within their existing revenue models.

EFCL noted that many leagues are quite dependent on their gaming proceeds. EFCL should assess the sustainability of this dependence over the long term, and explore whether there are contingencies available for leagues that can't or choose not to pursue a gaming license.

## Appendix 1: Summary of Data

<b>Total reports received</b>	104 (66% of all leagues)
<b>Total reviews conducted professionally</b>	30 (29% of respondents)
<b>Casino &amp; Bingo License</b>	31 (30% of respondents)
<b>Casino Only</b>	53 (51% of respondents)
<b>Bingo Only</b>	None
<b># leagues receiving gaming revenue</b>	84 (81% of respondents)
<b># leagues that reported hall revenue</b>	71 (68% of respondents)
<b># leagues that reported a deficit</b>	32 (31% of respondents)
<b>Deficit in excess of \$50,000</b>	8 (8% of respondents)
<b>Surplus in excess of \$50,000 (does not exclude gaming revenue)</b>	29 (28% of respondents)

- 32 leagues reported operating deficits (31% of respondents). In most cases this appears to be related to how gaming proceeds are accounted for or project funding being raised in one year and spent in the next, but it bears monitoring.
- One league reported an actual debt. This should be investigated further.

<b>Total Revenue</b>	<b>All respondents (\$)</b>	<b>Hi/Low Outliers excluded (\$)</b>
Mean	163,740	146,853
Med	123,501	123,502
Max	1,931,676	733,813
Min	0	13,155

<b>Surplus/Deficits</b>	<b>All respondents (\$)</b>	<b>Hi/Low Outliers excluded (\$)</b>
Mean	37,297	27,562
Med	13,440	13,440
Max	1,418,857	455,089
Min	(409,646)	(133,903)

<b>Unrestricted reserves</b>	<b>All respondents (\$)</b>	<b>Hi/Low Outliers excluded (\$)</b>
Mean	100,667	96,883
Med	79,411	79,411
Max	559,526	433,326
Min	(2456)	3212

<b>Hall Rental Revenue (excludes programs)</b>	<b>All respondents (\$)</b>	<b>Hi/Low Outliers excluded (\$)</b>

Mean	20,994	19,424
Med	15,055	15,055
Max	151,863	77,290
Min	0	125

Utilities Expenses	All respondents (\$)	Hi/Low Outliers excluded (\$)
Mean	(11,002)	(9,999)
Med	(9,564)	(9,563)
Max	0	(91)
Min	(92,208)	(24498)

Membership Revenue	All respondents (\$)	Hi/Low Outliers excluded (\$)
Mean	4,925	4,677
Med	3,576	3,663
Max	42,444	18,517
Min	0	120

### Cross-tabulated data

Hall surplus/deficit*	All respondents (\$)	Hi/Low Outliers excluded (\$)
Mean	(5,272.91)	(4,650.67)
Med	(1,107.31)	(1,107.31)
Max	46,630	38,808.63
Min	(120,644.33)	(107,136.00)

\*This is a fairly simplistic calculation: it only includes hall rental revenue, utilities expenses, and maintenance costs, nor does it control for whether a one-time capital expense was rolled into maintenance expenses. Leagues use their halls to generate portions of their program and membership revenue, and part of the purpose of their operating grant is to support hall operations and upkeep. That said, this snapshot yields some limited insight.

Membership revenue as % of overall revenue	All respondents (%)	Hi/Low Outliers excluded (%)
Mean	5.5	5.4
Med	2.6	2.7
Max	41.3	38.2
Min	0	0.2

Grant revenue as % of	All respondents (%)	Hi/Low Outliers excluded
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<b>overall revenue*</b>		<b>(%)</b>
Mean	26.6	27.1
Med	15.6	17.0
Max	93.6	88.2
Min	0	16.8

We had initially hoped to use this data to explore league dependence on CLOG, but many leagues don't itemize grant revenue on their balance sheets, so this data includes other grants including one time funding.

DRAFT



## Appendix 2: Excerpted EFCL Minutes

### **Notice of Motion, Presented at October 30, 2013 EFCL General Meeting**

#### **11.1 Sharing of League Financial Records**

M. Makarechian asked EFCL Board Member C. Bremner to explain the Notice of a Motion being presented for Members to vote on at the February 2014 RGM meeting, worded as follows:

**“Be it resolved that the Members of the Edmonton Federation of Community Leagues authorize the City of Edmonton to share with the Edmonton Federation of Community Leagues all information provided by community leagues in their annual application for the City of Edmonton Community League Operating Grant.”**

C. Bremner explained the purpose of the forthcoming resolution addresses the very important and ongoing need of the EFCL to be able to compile and provide thorough, accurate, statistical financial data about its 156 Members, when applying for grant funding as well as seeking corporate sponsorships, partnerships, donations etc. used by the EFCL for the benefit of all community leagues. Obtaining this information through the City makes it easy for both the EFCL, and community league boards, as it eliminates the need for league boards to file additional paperwork. She noted that the old Tripartite agreement allowed for this information to automatically be shared with the EFCL; however the new agreement currently only addresses the sharing of board contact names. The City is planning to revise the Operating grant application form in this regard.

In response to a question from the floor as to why leagues should share their financial information with the City of Edmonton, C. Bremner reviewed that as a condition of receiving the City of Edmonton annual operating grant, community leagues already provide a list of their Board Executive, and a copy of their financial statements annually. Additionally, in order to maintain status as a Society, community leagues provide this same information annually to Corporate Registries. Rather than duplicating efforts and sending the information a third time, it is simply easier for both league boards and the EFCL to agree to allow the City to share the information with the EFCL. She asked League Board Executive Members in attendance to consult with their leagues in preparation to vote on this at the February RGM meeting.

### **Decision Item, Presented at February 4, 2014 EFCL General Meeting**

#### **8.1 Access to League Financial Statements**

C. Bremner reviewed the rationale of this Motion on Notice, which was initially presented to the EFCL Membership at the October 2013 Regular General Meeting, in order to provide sufficient time for League Executive members to bring it back for discussion with their boards and community league members. She reviewed that permission from the community leagues for the EFCL to access their current information via annual financial statements (as submitted to the City with the annual Operating Grant applications, as well as to Corporate Registries) is by far the most cost-effective, efficient, hassle-free way for leagues to enable the EFCL to compile general financial and other statistical information about its 157 Member community leagues. It is important to understand that this information is on public record and available by request to anyone for a fee through Corporate Registries. However at the cost of \$2-\$3,000, it is far more fiscally responsible for the EFCL to ask for permission to access the information from the City (under the Privacy Act, the City requires permission from community leagues to share this information on their behalf). The passing of this motion would allow the EFCL to access, compile and analyze critical statistical information required to accurately and professionally represent community leagues to Municipal, Provincial, and Federal levels of government, especially with regard to grant applications for funding for projects that benefit all community leagues. The statistical information compiled will also be beneficial and useful to community leagues themselves. Discussion about the purpose of the motion ensued.

R. Agostinis stated for the record that Riverbend Community League did not want their financial statements shared with the EFCL. He advised that he was not provided with a specific reason as to why. He later suggested that perhaps part of the problem with some leagues not understanding the purpose and intent of this motion is due to a communication gap (i.e. some leagues do not read the notices and agenda packages that are sent out, and are therefore "reactionary").

M. Makarechian clarified that the sole goal of the motion is to ask community leagues for easier, more affordable access to information that is of public record that will facilitate the EFCL to better serve and represent leagues in many ways. It is not for the EFCL to examine specific league's finances etc., but to build compile and analysis data useful both to community leagues themselves, and also by the EFCL on their behalf. The duty is for the Federation as the umbrella organization to find the most cost-effective efficient way of accomplishing this on behalf of community leagues.

There was a question from the floor from asking if the motion was emailed to all community leagues Presidents for consideration prior to this meeting. C. Bremner confirmed that it was emailed out with the draft RGM agenda 21 days prior to the Feb. 4<sup>th</sup> meeting date, and that there was also a Notice of Motion at the last General Membership meeting on Oct. 30, 2013.

There was a question from the floor as to what specific purposes their league financial information would be used for. M. Makarechian re-iterated examples of the kinds of questions received from politicians and on grant applications (i.e. "what is the average annual operating budget of a community league?", "what are the average monthly utility expenses for community league halls?", "what is the average monthly cost for community leagues to operate a rink?"). He repeated that community league financial statements are a matter of public record through Corporate Registries, and the general aggregated statistical financial information to be compiled is intended to be available to and useful for community leagues as well.

There was a question from the floor as to whether the resolution would be "binding" for any community league not wishing to consent to the City forwarding their financial statements to the EFCL. M. Makarechian advised that in this case, the EFCL would obtain their statements from Corporate Registries for a fee of approximately \$15 per community league.

**2014-02-04-06 MOVED: "Be it resolved that the members of the Edmonton Federation of Community Leagues authorize the City of Edmonton to share with the Edmonton Federation of Community Leagues all information provided by community leagues in their annual application for the City of Edmonton Community League Operating Grant."**

**By: Westmount / Blue Quill (6 opposed) (2 abstentions) CARRIED**

**MEETING DATE :** October 09, 2015

**Item 9.3**

**AGENDA ITEM # :** 9.3 – Community League Day Summary

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

**Goal:** To generate awareness, interest, and excitement around Edmonton Community leagues and help promote volunteerism and participation in local Community League Day events.

**Community League Day – 2015 Theme:** Communities Coming Together (what we can do when we work together).

## Objectives

### 1. Increase number of events each year and leagues involved in hosting.

*Strategy:*

- promote league events – *Communications*
- Offer list of approved event vendors to assist leagues with their events – see what was *created* →
- Offer attractive event kit boxes to motivate leagues. 100 event boxes packed, with special *party packs - boxes were super popular, all event boxes picked up, in fact, we ran out. A first time for that!*
- Offer prizing to encourage early registration. Entertainers, a bouncy castle, FC Edmonton tickets and 15 Special Pool Party packs were all part of the advance registration prizing. *We had 30 more leagues register an event than at the same date the previous year.*

Business Name	Contact Number	Description
Chicken John's Petting Zoo	780-878-3997	Animals
Dick Laurin's Hay & Sleigh Rides	780-464-0234	Animals
Horse Sense	780-470-0414	Animals
Longriders	780-988-0305	Animals
MP Enterprise Ltd (MP Stables)	780-973-3352	Animals
Thistle Hill Farm Petting Zoo	780-487-7689	Animals
Trail Dogs Canada Inc.	780-969-9824	Animals
Zoo 2 U	780-460-2029	Animals
Tim Koelle Art	780-432-1075	Artisan
Sundowne Balloons - Reindeer Balloons	616.275.2444 ext 774	Balloons, Rides

### 2. Raise the profile of the event across the city

*Strategy:*

- Media event launch September 15<sup>th</sup>
- Have corporate partners use their digital signage, newsletters to promote, *communication strategies.*

### 3. Involve local businesses in support of community leagues

*Strategy:*

- Challenge local businesses to provide a corporate benefit for community league memberships. (Contact Edmonton Chamber of Commerce, Earth's General Store issues challenge, - *communication strategies*)
  - *Marketing negotiated with FC Edmonton, Inland AV, United Cycle, special promotions with a community league membership*

## Pre-Event Summary:

The pre-event prizing and the fun pack event kits encouraged many more leagues to register early this year. We got a great deal on a six-page insert in the Examiner once again. Our bridge banners looked good and we designed them this year to be re-usable, which will reduce the CL day event cost next year. Here is what they looked like.



The banner features the EFCL logo on the left, which includes a stylized figure holding hands above a tree and the text 'EFCL' with '2015' below it. To the right, the text 'Community League Day' is in large black font on a yellow background. Below that, 'Saturday, September 19' is written in black and red, followed by 'a city-wide festival' in blue script. At the bottom, a list of sponsors is provided: City of Edmonton, REALTORS Association of Edmonton, Northlands, Foster Park Brokers Inc., Servus Credit Union, FC Edmonton, Sun Media, REMAX, and United Cycle.



### Media Launch:

The dedication of our sponsors came through in spades this year. When called upon the day before to bring more tents, come earlier (in the rain) and help set up, FC Edmonton and United Cycle stepped up big time. Northlands and Realtors also joined in. Board members and our City Councilors attended *with or without jackets*, AND were still cheerful and wonderful to work with - so huge kudo's to our partners, board and guests.

The participant feedback from the event was very positive. They were cold, but they had fun. Which says there is some potential for this relay type event to grow.

**Media Event Review:** The event cost about \$2,500 and took a good deal of pre-planning.

**Event Concept:** Teamwork:

We were out to show sponsors, city leaders and the EFCL board working together on relay teams. Each race had a CL BBQ component, CL Fitness Class, and a CL Sport Activity. Super fun! Ask Barb if you would like to see relay pics.

One concern to us is that we received feedback from sponsors that there isn't much purpose for them to be at this event; there is no crowd and pictures typically only include the city councilors. This year we addressed that in part with the relay and also got a group shot, posted now on our website.

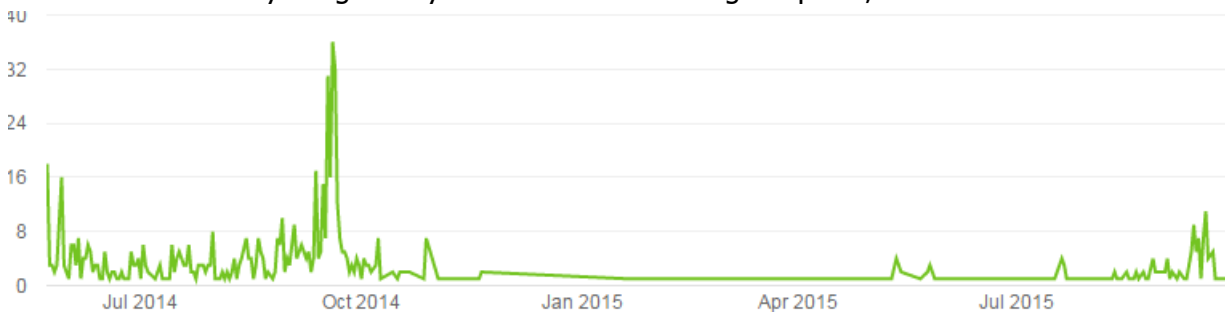
**Goal** – Media exposure to promote Community League Day. Three outlets sent representatives (Edmonton Journal, Global TV and CBC Radio).

Another concern is that city councilors hope to see a large crowd of constituents to connect with, or lots of profile in the media or on the social media platforms. It was hard for us to deliver on either of those at this event.

With this in mind, we need to take another look at how we promote Community League Day next year, and if we bother with news conferences anymore, due to a growing shortage of mainstream reporters. It is our intention to research this with the media outlets and look to see how we could pre-package our content to deliver to existing self-serve websites and news feeds.

We can also ask for the support of the mayor's office in sending out information. For example, when we received news that the Mayor was unable to attend, we provided the CL Day video link to for him to send out... on media launch day. He did, and it appears it caused a spike in views (see below).

YouTube Community League Day Video Statistics through Sept 20, 2015 – Total 774 views



We could also change the style of the event by catering to a larger crowd. This would increase the costs, but a crowd also increases the sponsorship potential. We could Invite the community leagues to take part in a fun media launch relay. It would be an event that they do not have to organize!!! They just get to take part in and have fun! It could be like corporate challenge.

## EVENT DAY – September 19, 2015

This year we had 48 events register with us, which involved 60 leagues. Another 20 leagues held events on other dates in September.

EFCL Staff attended 14 events, while EFCL board members were scheduled to attend 34.

We had the most beautiful weather and sent out a request to all leagues that whether they were having an event or not, please send a collaborative message blitz on community league day saying "Happy Community League Day!" That really worked! We saw lots of wind flags at events and on social media pictures. Having this event every year at the same time allows lots of other agencies the ability to plan ahead and gather resources. They want to be part of the day and they are often very open to running a component of your program. Here are some observations worth sharing.....**TIPS!**



Community League Day Sept 19th, 2015



Some leagues are having the meal (pancake breakfast/brunch) catered, so the league executive can mix with the attendees and enjoy the event.

Some leagues are getting REMAX or their local Servus Credit Union branch to sponsor an activity, like the jumpy castle, as a way to reduce costs and reduce the workload on the league volunteers. (SERVUS will often provide up to \$200 easily)



Some leagues are finding tasks for their elected representatives (city councilors, MLAs, MPs) to perform, like helping with the food serving or running a kids event. This gives the elected person something to do and reduces the workload on volunteers.

Some leagues are pairing up and rotating the location of their community league day event between two leagues, to reduce the workload on volunteers.

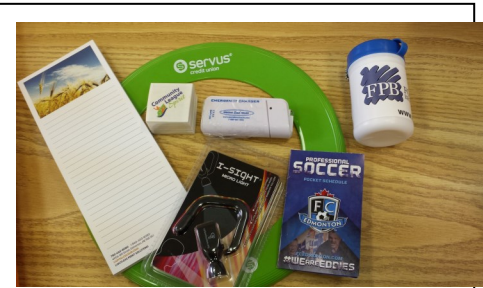


Some leagues have joined with a local charity (i.e. Crystal Kids) as a way to recruit more volunteers and broadening the appeal of their event. They can operate the kids craft area, or the seniors shade spot.

We saw social work agencies out to gather data on the neighbourhood demographics and interests. This could be shared with the leagues to help with programming. The Edmonton Public Library could coordinate a kids youth or seniors activity as well.

Our plan is to develop an extensive list of successful activities and tips for leagues to help with future events. We will encourage leagues and board members to contribute to this as well. We would like to kick start this process at the Fall GM.

Community League Day	Budget	Actual
<b>Communications</b>	<b>\$ 4,500.00</b>	
Expenditures		
Sun Media		2100
Coffee News		744.45
Bridge Banners		1827
		<b>\$ 4,671.45</b>
<b>CL Day boxes (110)</b>	<b>\$ 1,500.00</b>	
Tattoos		600
Super Deluxe Pool		
Party Packs		250.00
Kits/Splash Party		1100.00
		<b>\$ 1,950.00</b>
<b>Media Launch</b>	<b>\$ 2,000.00</b>	
Food - Sunterra		498.1
Special Event Rentals		811.1
Spatula trophy		180
	spatula	25
Civic Events Electrician		200
Misc event supplies		100
Champion Hats		180
		<b>\$ 1,994.20</b>
<b>TOTAL</b>	<b>\$ 8,000.00</b>	<b>\$ 8,615.65</b>



So many of the costs are prizes which are donated by our supporters:  
See <http://efcl.org/events--projects/community-league-day/2015-prize-draw-winners/>

## Communications Report

External reciprocal partner promotion (billboards)

- Northlands
- REMAX
- United Cycle
- FC Edmonton

External Social Media support (these people either created tweets about CLDay or retweeted/reposted our messages)

- Northlands, United Cycle, Realtors Assoc. of Edm., FC Edmonton, Edmonton Next Generation, Make Something Edmonton, Han TV, Earth's General Store, Edmonton Windshield, The Yards Magazine, YEG Washrooms, YEG Uncovered, Edmonton Sun, YEG Resilience Fest, Chicks with Cheques, YEG Urban Planning, Hello Yeg Book, Edmonton Police, Edmonton Fire Department, Edmonton Public Library, Fostering Innovation, Applied Land Use Planning Program – UofA, YEG Uncovered, Volunteer Management, Old Strathcona Biz Assoc., Fostering Innovation, Made in YEG, Papa Murphy's Riverbend, Explore Edmonton, Aminskwaçiy History Series, Capital Ideas YEG, YESS, Move Over Alberta, Capital DJ Services, Edmonton Parks Dept., Edm. Youth Council, Alberta 411, Edm. Neighbourhood Watch, Family Fun Edmonton, Edmonton Neighbourhoods, plus every community league on twitter or Facebook.



- Politicos: Michael Walters, Andrew Knack, Dave Loken, Scott Keen, Linda Duncan, MLA Deron Bilous, MLA Lori Sigurdson, MLA Christina Gray, MLA Heather Sweet, too many school trustees to mention, and every Alberta – based federal candidate you can think of.
- EXTRAs: Jamie Post, Lindsay Smith, plus our bud, Stephane Labonne and a lot of CL members and individuals.
- We were also included in various electronic newsletters like SAGE, The Park Bench Northeast and Edmonton Public Schools.

## **On the Day**

Sept 18-20 twitter clday = 9.9 thousand impressions during the 3 days.

Highest grossing EFCL tweet was "Wishing all of Edmonton's 157 community leagues & their volunteers a fantastic #yegCLDay today."

This tweet garnered 1,224 impressions, with 41 people retweeting it. In total, there were almost 300 \*unique tweets on Sept 19 with #yegCLday in the tweet. \*Unique meaning actual tweets and not retweets. This is something to be proud of when it comes to raising the profile of the event, and both the EFCL and community leagues in Edmonton.

Media Launch:

Press Invitation sent 76 media contacts on Sept. 7 with a reminder to 20 select media outlets and individual contacts on Sept. 14.

I can confirm that CTV, Journal and CBC attended the event, and all included pieces in their next publication/airing.

Because this was a media event and not a public-outing, there was very little social media pre-promotion given to it by the EFCL. On the day, our partners, ourselves, select councillors (Andrew Knack, day of, Dave Loken did a post-event day tweet on the relay race) and one trustee all tweeted out about it, and several were re-tweeted by various groups and businesses like, EGM Society, Michael Janz, and the YEG Mayor's Office tweeted out a message in support of community league day, which included the 2013 CLDay video on Sept. 15.

Facebook was used mostly as a reminder to leagues to register, pick-up kits, promote individual league events and the list of events, and "buy your membership" messaging with promoting partner offers – all leading back to our website where everything was kept.

I cannot drill down to one specific day, but our post reach was to 1,890 people and our engagement was 145 people – those who liked and shared our posts.

**MEETING DATE :** October 09, 2015

**Item 9.4**

**AGENDA ITEM # :** 9.4 – Terms Of Reference For Partnership Agreement

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

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## TERMS OF REFERENCE

Date: August 2015

**Title:** Review of the Partnership Agreement between the Edmonton Federation of Community Leagues (EFCL) and the City of Edmonton

**City Lead Department/Branch:** Community Services, Neighbourhoods

**City Lead Staff:** Branch Manager, Neighbourhoods  
Director, Neighbourhoods Strategy and Supports

**EFCL Lead Staff:** Executive Director

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## BACKGROUND

At the May 25, 2015, Community Services Meeting, the following motion was made:

*That Administration provide a report on topics for a five-year partnership agreement with the Edmonton Federation of Community Leagues.*

In February 2015, as part of report for Edmonton Federation of Community Leagues (EFCL) Strategic Plan and Growth Strategy (CR\_1975), Administration committed to bringing a framework and Terms of Reference for the review process and renewal of the Partnership Agreement to Community Services Committee in the second quarter of 2015:

*"Administration and the Edmonton Federation of Community Leagues have held initial conversations related to the process to renew the Partnership Agreement between the City and the Edmonton Federation of Community Leagues; and it is anticipated that the framework and terms of reference for renewing the five-year term will be brought forward to Community Services Committee in the second quarter of 2015."*

### Historical context

At the May 12, 2003, City Council meeting, a motion was passed to transfer the EFCL operating funds and Community League grants to a separate budget under Boards and Authorities and that Administration develop a partnership agreement between the EFCL and the City of Edmonton.

The City and EFCL entered into a Partnership Agreement for a five-year term from January 1, 2004 - December 31, 2008. The Partnership Agreement defines the partners' roles, outlines the commitments, financial controls and reporting procedures for the funding EFCL receives from the City, and provides a mechanism for dispute resolution.

An extension was granted in 2009 to allow for discussions to take place to review and update the Partnership Agreement for a new five-year term 2009-2014. This most recent Partnership Agreement was extended to March 31, 2016 to allow time for the City and EFCL to review EFCL's newly developed five year strategic plan.

[ 1 ]

## DESIRED OUTCOMES

The Partnership Agreement is reviewed in the context of current City processes and agreements along with the needs of community leagues and the City have of the EFCL as the coordinating body for community leagues.

The Partnership Agreement is revised in accordance with the above and will:

- Align with the strategic direction of the City and EFCL.
- Be consistent with current City funding processes and agreements
- Articulate EFCL's commitments as they relate to funding provided by the City

## KEY DISCUSSION TOPICS

Topics for discussion will include but not be limited to:

- Alignment with City of Edmonton and EFCL strategic directions
- City and EFCL roles and commitments
- Financial controls and reporting
- Process to remedy any potential disputes
- Governance of EFCL
- Development of a Performance Measurement Framework
- Communication

### Work Plan Overview

- Community Services and EFCL will develop a Project Plan.
- Community Services will facilitate the process and may engage a neutral third party to guide the process with key stakeholders.
- Review the Partnership Agreement and other key documents.
- Consider the recommendations in the Setting the Context report produced by Western Management Consultants as part of EFCL's Five Year Strategic Plan and Public Engagement Strategy Project in 2014.
- Identify opportunities for strategic alignment to policies, plans and processes for both parties.
- Complete the process by January 31, 2016 aligning with the completion of EFCL's Growth Strategy Project.

## ALIGNMENT WITH CITY STRATEGIC DIRECTION

The City's relationship with EFCL and community leagues supports the City of Edmonton's Strategic Plan, The Way Ahead, by creating opportunities for citizens to be actively engaged in their communities through recreation, social, and community development activities that contribute to Edmontonians feeling more connected to their community and city.

Specifically, the relationship aligns with all six goals in The Way We Live: Edmonton's People Plan: Edmonton is a vibrant, connected, engaged and welcoming city; Edmonton celebrates life!; Edmonton is a caring, inclusive, affordable community; Edmonton is a safe city; Edmonton is an attractive city; and Edmonton is a sustainable city.

[ 2 ]

Council's Initiatives on Public Engagement and ELEVATE are setting new direction and approaches for engaging Edmontonians in civic matters, and facilitating opportunities to create vibrant, sustainable communities into the future.

### Key Documents

- Policy C110 City/Community Leagues Relations
- Policy C502A Community League Grants
- The Way Ahead -10 Year Strategic Plan 2009 -2018
- The Ways (The Way We Live, The Way We Grow, The Way We Move, The Way We Green, The Way We Prosper, The Way We Finance)
- Tripartite License Agreement

### **ALIGNMENT WITH EFCL STRATEGIC DIRECTION**

In 2014, a committee comprised of representatives from EFCL and members of Administration including Community Services, Transportation, Sustainable Development and Office of Public Engagement oversaw the development of EFCL's Five-year Strategic Plan. EFCL Board of Directors approved six key strategic priorities for 2014-2018:

- Vision
- Advocacy and Engagement
- Broadening Our Reach and Diversity
- Supporting League Leadership and Capacity
- Building an Efficient Operations Model
- Championing Leagues

As part of the Five-Year Strategic Plan Project, The Centre for Public Involvement prepared a document for EFCL, *A Changing Landscape: Exploring Civic Engagement*. This civic engagement review identified five key areas for EFCL and community leagues to consider in their strategic plan:

- The Critical Role of EFCL and Community Leagues
- Social Capital and Sense of Community
- Advocacy, Civic Learning, and Capacity Building
- Building a "Culture of Civic Engagement"
- Innovation and Leadership

Western Management Consultants completed a review of current policies and practices relating to the City and EFCL (i.e. Policy C110, Partnership Agreement), and provided recommendations to set the context and inform future discussions about the relationship between the City, EFCL and Community Leagues.

EFCL presented its Five-year Strategic Plan and rationale for a proposed Strategic Growth Strategy at the February 23, 2015 Community Services meeting. The Strategic Growth Strategy, expected to be completed by January 2016, will allow the EFCL to develop a renewed vision and help position it as the champion for the community league movement well into the future.

### Key Documents

- EFCL Policy on Government Affairs
- Five-Year Strategic Plan
- Five-Year Business Plan
- Setting the Context: A Review and Recommendations of Current Policies and Practices (September 2014, Western Management Consultants)
- A Changing Landscape: Exploring Civic Engagement - Review for the Edmonton Federation of Community Leagues (2014, The Centre for Public Involvement)

### **BUDGET REQUIREMENTS**

No new budget allocation required.

### **TARGET DATE FOR COMPLETION**

Successful completion of this project by January 31, 2016 will ensure a solid foundation for the working relationship and provide clarity to the roles and responsibilities of the two parties in their work in a wide variety of programs and services.

### Deliverable/Activity

- Initial meetings with the Neighbourhoods Branch and EFCL
- Confirm project objectives, outcomes and proposed strategy
- Identify key stakeholders and timelines
- Consider the need to engage a neutral party to support the review process
- Develop and finalize Project Plan
- Project Plan implementation will include the following elements:
  - Review key documents
  - Review Partnership Agreement and identify relevant clauses
  - Identify gaps, issues, opportunities, alignment with strategic direction
  - Draft framework for funding and relationship
  - Draft framework is reviewed and endorsed by Corporate Leadership Team
  - Draft framework is reviewed and approved by EFCL Board of Directors
  - Presentation of the draft framework for Community Services Committee review
  - Approved agreement/documents signed

**MEETING DATE :** October 09, 2015

**Item 9.5**

**AGENDA ITEM # :** 9.5 – League Operating Grant Application Form

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

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Please see on following pages, a copy of the application form that leagues need to complete each time they apply for Community League Operating Grant.

As you can see, the city asks each league to supply quite a bit of information, much of which would be very useful to the EFCL.

In a meeting with city staff last week, Loie Unwin and I made some suggested changes to the document. For example, we suggested that Question #3 be broken into full time and part time paid staff and that the answers in part one and part two of Question #4 be split into "meetings", "programs" and "events".

We also asked to see if the information could be supplied to the EFCL, as the city has recently done with the financial statements provided by the leagues. Leagues are asked to check a box on the document if they want the information shared with the EFCL.

Judy Smith, who is in charge of this program, said she would check into it and let us know.



## 2015 COMMUNITY LEAGUE OPERATING GRANT

**Deadline: June 30, 2015**

Community Leagues submitting their applications after this date may not receive funding for 2015.

### Grant Information

#### Purpose of the Grant:

The Community League Operating grant provides limited financial assistance to support operations of a community league for programs and services that benefit residents, including the use of community league facilities by other not-for-profit and multicultural groups at such times as the community league is not using the facilities, for activities that align with the terms of the Tripartite Agreement.

#### Eligibility Conditions and Requirements:

Applicants must meet all of the terms and conditions in Policy C502A including:

- be a registered not-for-profit society
- provide community based programs and services to residents
- optimize the use of their facility by allowing other not-for-profit and multicultural groups to use the facility for activities that align with the terms of the Tri-partite License Agreement
- be a member of the Edmonton Federation of Community Leagues in good standing
- be in good standing financially and legally with the City of Edmonton
- have signed the most current Tripartite Agreement (if applicable)
- applications must include attachments listed in PART C.

#### Award Amount:

- Grant Awards are calculated by allocating a base amount to each league and a per capita amount for the community league's population using the most recent Census data.

#### Award Payment:

- The City of Edmonton's Finance Department is moving towards the electronic funds transfer (EFT) system where funds from the City can be deposited directly into the league's bank account. If your league has not already signed up, or if changes need to be made to your current bank account information, please submit an EFT form which can be found on the City's website ([http://www.edmonton.ca/for\\_residents/grants.aspx](http://www.edmonton.ca/for_residents/grants.aspx))

#### Sharing Information with EFCL:

- Please indicate on the application form whether your league is willing to share contact and/or financial information with the EFCL.

#### Grant Submission:

- Application forms must be submitted directly to the Community Grants office by email to [grants@edmonton.ca](mailto:grants@edmonton.ca) or by mail to:  
Community Services  
Grants Office  
P.O.Box 2359  
Edmonton, AB T5J 2R7
- For information regarding the application form or grant process, please contact the Community Grants office directly at [grants@edmonton.ca](mailto:grants@edmonton.ca) or at 780-496-4933.



## 2015 COMMUNITY LEAGUE OPERATING GRANT – APPLICATION FORM

<b>Community League Name:</b>			
Has the league applied for a Community League Infrastructure Program grant?	<input type="checkbox"/> yes	<input type="checkbox"/> no	
Please Indicate if the league is willing to share contact information with the EFCL	<input type="checkbox"/> yes	<input type="checkbox"/> no	
Please indicate if the league is willing to share financial information with the EFCL	<input type="checkbox"/> yes	<input type="checkbox"/> no	

### PART A: APPLICANT INFORMATION

Organizational Information			
Legal Name:			
Organizational Mailing Address:		Postal code:	
Organizational E-mail Address:			
Telephone:	(    )	Fax:	(    )
Grant Application Contact			
<input type="checkbox"/> Mr. / <input type="checkbox"/> Ms. / <input type="checkbox"/> Mrs:			
E-mail Address (for Grants Office use):			
Daytime Telephone:	(    )	Alternate Telephone:	(    )

Declaration of Officers		
<p>We, the undersigned Officers of the organization, hereby represent to the City of Edmonton and declare that to the best of our knowledge and belief,</p> <ul style="list-style-type: none"> <li>The information provided in, and with this application is truthful and accurate.</li> <li>The application is made on behalf of the organization with the Board's full knowledge and consent.</li> </ul>		
Dated at	Edmonton ALBERTA, this _____ Day of _____ 2014	
	(Day)	(Month)
<b>NOTE: Original signatures required.</b>		
Signature of President	Print Name	<i>President</i>
Signature of Second Officer/Director	Print Name	Title



**PART B – ORGANIZATION INFORMATION**

**1. COMMUNITY LEAGUE MEMBERSHIP**

For the Sept.2013 – Sept.2014 membership year, indicate the number of memberships sold:

A) Number of Individual Memberships sold:	
B) Number of Family Memberships sold:	
Total number of memberships sold (A+B):	

**2. PROGRAMS, SERVICES AND EVENTS**

List the programs, services and events your organization offered in 2014.

- DIRECT PROGRAM - league's program delivered directly to participants by the league's staff and/or volunteers.
- INDIRECT PROGRAM - league's program delivered to participants by an external organization and/or contractor

	Name of Program, Service, or Event	Direct (Y/N)	Indirect (Y/N)	Number of times delivered	Number of participants
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

### 3. STAFF, CONTRACTORS AND VOLUNTEERS

Indicate the number of staff, contractors and volunteers, and the hours they contributed to the league in 2014.

	Number	Hours/ year
Paid Staff		
Contractors		
Volunteers		

### 4. USAGE OF HALL SPACE

#### 1) Leagues Without a Community Hall:

Where do you hold your activities (meetings, programs, events)?

#### 2) Leagues With a Community Hall:

A) How many hours was your hall used for community league programs, meetings and events in 2014?

Hours/ year

B) How many hours was your hall used for outside rentals (weddings, parties, etc.) in 2014?

Hours/ year

C) List the not-for-profit and multicultural groups that used your hall in 2014.

Group/ Organization	What was the hall used for (activity)?	Did the group pay to rent the hall?		Number of times group used the hall
		yes	no	

D) Indicate any challenges you face offering your facilities to not-for-profit and multicultural groups/ organizations.

### PART C: CHECKLIST OF REQUIRED DOCUMENTS

<input type="checkbox"/>	List of 2014-2015 Board of Directors with names and positions
<input type="checkbox"/>	<p>Copy of Financial Statements for the fiscal year ending in 2014 which must include:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Statement of Operations (may also be called Income and Expense Statement, Revenue &amp; Expenditure Statement or Profit / Loss Statement) and</li> <li><input type="checkbox"/> Statement of Financial Position (may be called Balance Sheet)</li> </ul> <p>Financial Statements must be:</p> <ul style="list-style-type: none"> <li>• reviewed/audited by independent auditors (internally or externally)</li> <li>• reviewed by the Board of Directors and presented at an AGM as required in the organization's bylaws</li> <li>• signed by 2 Board of Directors with signing authority</li> </ul>
<input type="checkbox"/>	Minutes of AGM at which 2014 Financial Statements were presented
<input type="checkbox"/>	2014 Annual Return filed with Alberta Corporate Registry
<input type="checkbox"/>	Amended Bylaws filed and stamped by Alberta Corporate registries. (include only if the bylaws have been amended in the organization's last fiscal year)

### GRANT AWARDS

Community Leagues are awarded a Community League Operating Grant based on the following:

1. Leagues need to be a registered as a not-for-profit organization.
2. Leagues need to provide community based programs and services.
3. Leagues need to optimize the use of their facility by allowing not-for-profit and multicultural groups to use their facilities.
4. Be a member of the Edmonton Federation of Community Leagues (EFCL).
5. Pay EFCL dues for the current membership year.
5. Be in good financial and legal standing with the City of Edmonton.
6. Leagues need to have signed the most current Tri-partite Agreement (if applicable).
7. Leagues need to complete this application form, signed by two board members with signing authority and submit by the deadline.
8. List of Board of Directors with names and positions.
9. Financial Statements for the year ending 2014 internally reviewed or audited by independent auditors which are approved and signed by two board members with signing authority.
10. Minutes of the Annual General Meeting (AGM) at which the 2014 Financial Statements need to be presented and approved.
11. 2014 Annual Proof of Filing
12. Amended Bylaws (if changed in 2014).

**MEETING DATE :** October 09, 2015

**Item 9.6**

**AGENDA ITEM # :** 9.6 – 2015 CLIP Grant Summary

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

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Please see on following pages, a summary of the Community League Infrastructure Program grants that were provided to the leagues in 2015. The information was collected and the chart was prepared by the City of Edmonton.

As you can see from the chart, 32 grants were awarded, for a total of \$1.635 million. This represents just over half of the \$3 million that was available to the leagues in 2015.

Most of the grants (20) were for smaller projects, like repairs to rinks and tennis courts. There was only one planning grant (compared to six in 2014). There was only one major grant as well, to help a league build a new hall. The remaining 10 were intermediate size grants, for things like hall and rink shack repairs.

All of the award recommendations matched the request submitted by the league.

The EFCL may want to review the use of the program with the city and our leagues, in order to ensure that all leagues are fully aware of it and are using it to their full advantage.

2015 CLIP Application Summary

Community League	Project Category	Project Description	Grant Request	Award Recommendation	Total Project Funds
Avonmore	Preserve	Hall & Rink building rehab (door & lock replacement, electrical upgrades, washroom upgrades and painting)	\$24,430	\$24,430	Y
Bannerman	Preserve	Electrical and Lighting upgrades	\$24,318	\$24,318	Y
Baturyn	Preserve	Foundation repairs, flooring, lighting upgrades, wall repairs and painting	\$52,422	\$52,422	Y
Belvedere	Enhance	Kitchen and Flooring Renovation (replace range hood, replace ceramic tiled wall, replace cooler/fridge/freezer, replace kitchen cabinets, counter tops, island, lighting and backsplash. Replace flooring throughout)	\$69,452	\$69,452	Y
Beverly Heights	Enhance	Update parts of the Hall and renovation of all bathrooms to ensure handicap accessibility	\$87,103	\$87,103	Y
Blue Quill	Preserve / Enhance	Replace siding / window wells and floors, refurbish volleyball courts, install security cameras, build shed and replace awnings	\$100,000	\$100,000	Y
Bonnie Doon	Build New	Demolition and rebuilding of skating rink shack	\$100,000	\$100,000	Y
Brookview	Preserve	Resurface tennis courts and install tennis rebound backboard	\$25,000	\$25,000	Y
Burnewood	Preserve	Bathroom renovation, lighting repair and renovation, painting of rink light standards, rink gate replacement and wood sidewalk painting	\$24,516	\$24,516	Completed
Caernarvon	Build New	Installation of a prefabricated structure for use as a program building	\$100,000	\$100,000	Y
Calder	Preserve	Roof Replacement	\$19,858	\$19,858	Y
Callingwood Lymburn	Enhance	Rink upgraded with asphalt surface	\$66,472	\$66,472	N (will have if approved for CFEP)
Capilano	Preserve	Repair and renovation of tennis court	\$21,015	\$21,015	Y
Ermineskin	Preserve	Roof replacement, bathroom renovation and floor replacement	\$25,000	\$25,000	Y
Grandview	Preserve	Tennis court resurfacing and replacement of shed, nets, and posts	\$25,000	\$25,000	Y
Grovenor	Preserve / Enhance	Improvements, repair and maintenance to community hall and rec. centre including furnace, paint, benches, and washrooms (Also applied for furnace and rec. centre cleaning which is a maintenance cost and is ineligible)	\$14,350	\$10,625	Y

Holyrood	Preserve	Roof replacement	\$25,000	\$25,000	\$25,000	Y
Idylwyld	Preserve	Replacement of furnaces and duct work for the community hall and rink shack	\$19,737	\$19,737	\$19,737	Y
Kilkenny	Preserve	Replace light fixtures, ceiling fans, install automatic doors and update washrooms	\$21,628	\$21,628	\$21,628	Y
Killarney	Enhance	Upgrade of lighting in main hall, painting, replace ceiling tiles, repair and paint rink boards, and replace windows (Also applied for a computer and printer which is not a capital expense and as such ineligible)	\$18,274	\$18,274	\$17,751	Completed
La Perle	Preserve	Security cameras, heating and AC, (Also applied for new tables and chairs which are not an eligible expense)	\$20,758	\$20,758	\$17,985	Y
Lago Lindo	Enhance	Replace Roof Top Unit	\$5,955	\$5,955	\$5,955	Completed
Lessard	Preserve	Replacement of soundproofing panels, rewiring of sound system, washroom partitions, completion of arena rink fencing, replacement of parking lot fencing, installation of security camera system, foundation crack repair and wall repair	\$20,298	\$20,298	\$20,298	Y
Lewis Estates	Enhance	Replace existing rink with new rink including players benches, penalty boxes and time keeper box	\$60,986	\$60,986	\$60,986	Y
Northmount	Preserve	Replace lights on rink area to LED lighting and evaluate rink light wiring	\$23,082	\$23,082	\$23,082	Y
Parkdale - Cromdale	Enhance	Update the hall (paint, flooring, window replacement, etc), washroom renovations, and furnace / hot water tank replacement	\$69,535	\$69,535	\$69,535	Y
Ridgewood	Build New	Patio addition on the existing community hall	\$100,000	\$100,000	\$100,000	N (will have if approved for CFEP)
Ritchie	Planning	Planning for future redevelopment including facility assessment, project plan, environmental review, geotechnical review and concept drawings	\$10,577	\$10,577	\$10,577	Y
South Clareview	Build New	Re-application of previously approved 2013 grant	\$394,546	\$394,546	\$394,546	Y
Spruce Avenue	Preserve	Replacement and upgrade of light poles and rink lighting	\$23,434	\$23,434	\$23,434	Y
Twin Parks	Enhance	Security lighting for outdoor basketball courts and playground area	\$19,500	\$19,500	\$19,500	Y
Yellowbird East	Preserve	Replace flooring, indoor light ballasts, kitchen stoves, exterior lighting ballasts and hot water heater	\$23,412	\$23,412	\$23,412	Complete
Totals			\$1,635,658	\$1,628,637		

**MEETING DATE :** October 09, 2015  
**AGENDA ITEM # :** 9.7 – Londonderry Hall Open House  
**PREPARED BY:** Allan Bolstad, Executive Director

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**Item 9.7**

The EFCL and City of Edmonton are jointly hosting an Open House for non-profit organizations that might be interested in either operating the Londonderry Community League Hall or renting some space in it.

The Open House will be held from 3:00 p.m. to 6:00 p.m., Monday, Oct. 26, at the Londonderry hall (14224-74 Street).

Both the city and the federation hope the Open House will spark some interest from non-profit groups that want to utilize this facility. If there appears to be some interest, we will jointly prepare a Request for Proposal, which will be circulated throughout the non-profit sector.

However, it should also be noted that the EFCL intends to hold another meeting with area residents prior to issuing the RFP, to keep the community informed and to see if there is any new interest from area residents in getting involved. So far, very little interest has been expressed, with fewer than five area residents attending each of the two open houses the EFCL and city held this summer.

If the federation is successful in finding a new building operator, it would also take steps to ensure that there is an opportunity for the league to rent space in the hall, at a reasonable rate.

The EFCL has been running the hall since May 6 of this year, after it was determined that the league could no longer afford to do so. Both the federation and the city pitched in to cover a number of outstanding debts at that time.

The federation has been actively marketing the hall in order to cover its operating costs.



**MEETING DATE :** October 09, 2015

**Item 9.8**

**AGENDA ITEM # :** 9.8 – Board Development Director’s Report

**PREPARED BY:** Loie Unwin, Board Development Director

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### **1. Delighted to Join the EFCL**

I am so pleased to join this organization as the new Board Development Director. I began on Monday October 28<sup>th</sup> and am doing all I can to get up to speed as quickly as possible. I will bring to the table over 30 years of involvement with Board of Directors as a member, facilitator, trainer and employee. I have taught the Alberta Government’s Board Development Program as well as Working with Boards and Committee’s for MacEwan University. I have taught various leadership development programs and facilitated strategic and operational plan workshops for both the non-profit and profit sectors. In addition to my work with Boards I have experience in a variety of industries including telecommunications, municipal government and property management.

### **2. Leagues Alive**

My first priority is to get our Leagues Alive conference scheduled and planned. We can now confirm the date of February 6, 2016 at MacEwan University. We’ve begun discussions to select topics and speakers for the event and will build on the work Amanda started prior to her departure.

### **3. Board Leadership Conference:**

<http://www.boardleadership.ca/>

EFCL serves on the organization committee of the Board Leadership events, which is a coalition including ourselves, ECVO, private industry, Volunteer Alberta, and the representatives from the province and the City.

Board Leadership hosted a board development conference for experienced board volunteers and senior staff on October 3 which I attended. Amanda Henry was on the planning committee for the event. I was most impressed by the keynote speaker Ruth McCambridge who spoke about the power social media has in hearing and understanding stakeholder viewpoints. She also spoke about the Cycles of Leadership on a Board. In the afternoon I attended a session on Collaborative Governance. This session was led by Kristen Ward-Diaz from Alberta Culture and Tourism and was completely interactive – putting collaboration into practice on the spot.

**MEETING DATE :** October 09, 2015  
**AGENDA ITEM # :** 9.9 – Marketing Director’s Report  
**PREPARED BY:** Nora Begoray, Marketing Director

**Item 9.9**



**100<sup>th</sup> Anniversary Project Update  
Historical Research**

*Crestwood Community League:* I have met with the centennial organizing committee for Crestwood to learn about their plans for their 100<sup>th</sup> Anniversary, to offer EFCL support and involvement and to discuss EFCL’s intention to have the Community League Plaza open by 2017 to be available to honour their achievement in conjunction with Canada’s 150<sup>th</sup> Anniversary. Crestwood is currently mid-way through a massive re-development of their playground, rinks and park space. Their goal is to have that completed by 2017 and to hold their own local celebration in their new amenity. They are in the very beginning stages of their planning, with some initial ideas to potentially have a theatre production, involving the neighbourhood schools to paint some park furniture etc. Crestwood will keep us in the loop of their plans as they evolve. We will also keep in touch and see what ways we might be able to support each other as we proceed.



*Delwood:* This year there were many milestones celebrated by several community leagues and I have taken the opportunity to inquire about the historical information gathered by these groups and connect the leagues with Leslie, our EFCL researcher. She is now following up with *Delwood 50<sup>th</sup>, Dovercourt 60<sup>th</sup>, McLeod 45<sup>th</sup>, Bellevue 95<sup>th</sup>, and Belvedere 90<sup>th</sup>*

**ACTION:**

1. If you know of league historians or events with a historical theme please forward to [Leslie.holmes@efcl.org](mailto:Leslie.holmes@efcl.org).
2. Please send out an email to your districts recommending they check out the upcoming free history workshops <http://efcl.org/seminarworkshops/efcl-sponsored/>

**Raising more awareness**

To build on the positive momentum of a successful community league day there was a large interview article dedicated to the 100 project published in the Community League Day Examiner insert.

Our partner Lafarge tweeted out the 100 project video link.

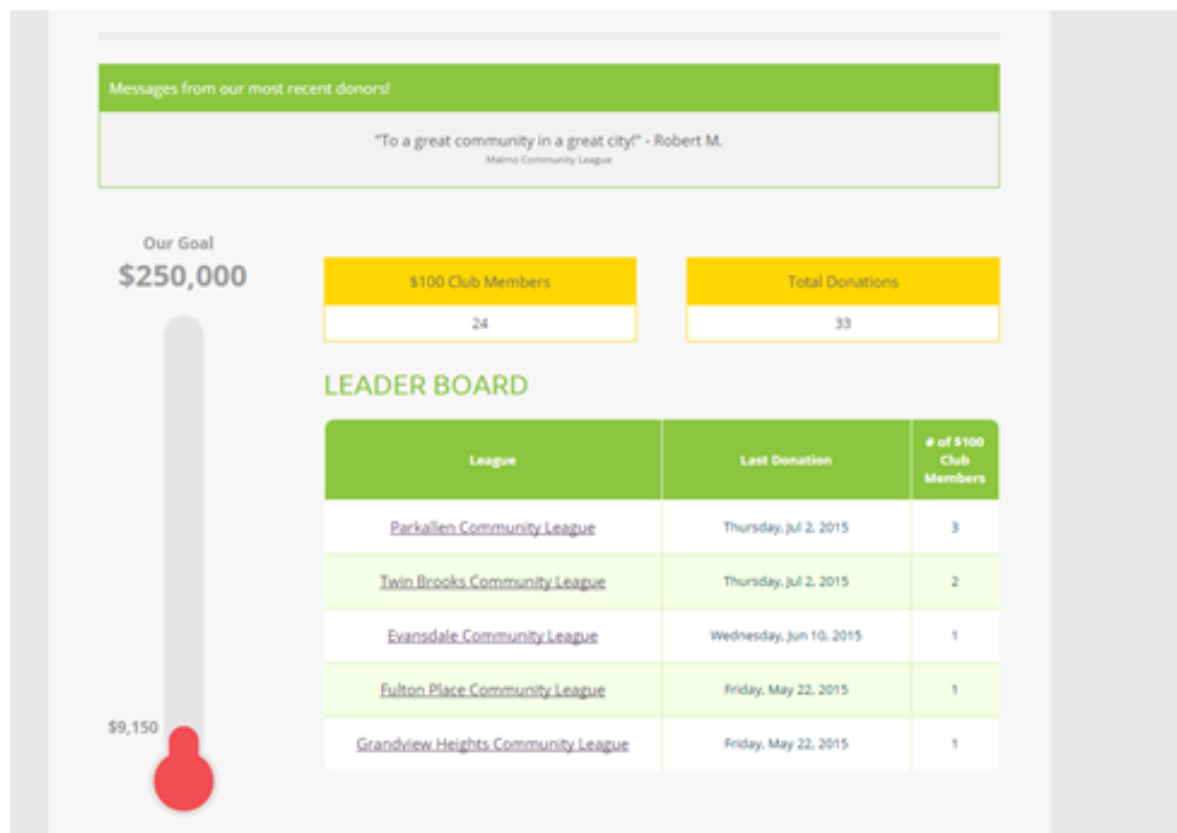
We purchased an ad in the Examiner to follow CL Day on September 30<sup>th</sup> and Barb is working on securing some TV spots to do some more promotion. We are also working on a 'text-a-thon' that would help advertise installation of the "Future Site of the Community League Plaza" temporary project signage in Hawrelak Park.

### Fundraising

An application has been submitted to the civic events office to have a fundraising run in Hawrelak Park on June 12<sup>th</sup>, 2016 and a ground-breaking ceremony on May 2<sup>nd</sup>, 2016.

Fundraising Milestone – 10 donors from the same league. Our goal is to have 10 donors from each CL geographical area. 10 times 157 would surpass our \$150,000 Legacy fund goal.

In the recent E-news we have promised that when we reach 10 project donors from one Community Leagues geographical area, we will invite those donors and a CL rep to join us at the ground breaking ceremony in June.



It looks like my league of Parkallen is well on the way!

### ***ACTION:***

- Encourage your leagues, district councils or planning committees to play the 100 project video at their next meeting. It is their project too!
- They can download the video at this link: <https://www.youtube.com/user/theEFCL>
- They can post the video link on their social media pages, e-news and websites.

**Thank you. Support from our volunteer district representatives is important to the success of any fundraising initiative we launch.**

### ***General project updates***

- The EFCL has signed the municipal funding agreement and the municipal improvement agreement is scheduled to be presented to community services committee and city council in November.
- Lafarge and the EFCL are currently negotiating a CCDC 4, which is a standard construction agreement between a client and a general contractor. The difference here is that much of the materials and labour costs will be deducted from the billing to honour the one million dollar sponsorship commitment.
- Lafarge has requested that they build of the Community League Plaza throughout the spring and summer and into the fall of 2016, in order to complete phase one within one construction season. This time period is significantly longer than we had expected. However, the City of Edmonton and USL our project managers have discussed this extended first phase construction season and have made the necessary adjustments to facilitate this plan.
- Hawrelak Park user groups and key stakeholders will be advised of all the updates concerning our project, the City of Edmonton waterplay project and the connection between the two at information meetings on October 7<sup>th</sup>.
- The 100 Steering Committee has a full project design review and budget review scheduled for October. The expanded City of Edmonton waterplay project has reduced the corridor between the two projects and restricted pedestrian flow prompting a re-design of our secondary plaza area. Once we have all the information and costs associated with our 50% detailed design submission, the committee will assess the financial implications the budget has on our project and will prepare some recommended strategies going forward.

## **Marketing Report**

I continue to solicit and gather prizes to benefit leagues and to provide an opportunity to connect and share announcements about upcoming initiatives. I also continue to nurture the relationships of our corporate partners and find reciprocal ways to help each other. Of significant increase this year was my activity on twitter and facebook. Sponsors highly value our ability to mention, tag and thank them for their community investment efforts via our communication platforms and it is part of our commitment to them when I seek their sponsorship. So this year I have made a concerted effort to go above and beyond to ensure that they felt our love and appreciation ☺.



Nora Begoray @NoraEllenonline

Don't worry all of these tweets had great pictures attached!

Thanks @EdmNextGen for inviting @efcl and all the other #yeg orgs that are striving for #happycity.

Thanks @Edm\_Examiner 4 helping promote #yegclay & inspire local volunteerism & FUN!! It was a great weekend. Community soccer @EMSAmain is sometimes the first connection w. #yegCLs membership. This is 4 community soccer fans

#yegclay great opportunity to connect with residents & Elissa @Stantec said Inglewood CLwere awesome hosts! Boomtown sound is rocking #yegclay @inglewood while they get feedback on their new park plans. Great engagement! Some happy Inglewood #yegclay residents just won @FCEdmontonNow soccer tickets& said thks @EFCL !

Whenever people gather together to support & enjoy each other we are building community...so Happy #yegclay to all #yegevents today!

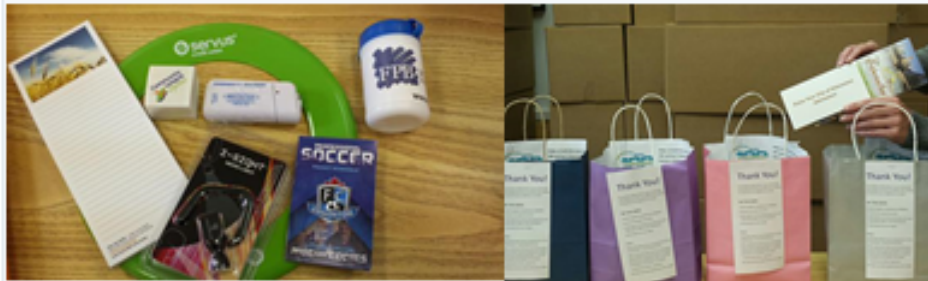
Reply Happy @EFCL #yegclay! Support community leagues today. Buy memberships, attend events or thank volunteers! RT

[https://www.youtube.com/watch?feature=player\\_embedded&v=1YdADaG\\_k4A](https://www.youtube.com/watch?feature=player_embedded&v=1YdADaG_k4A) ... Short #yegCLday past events vid shows what @EFCL & all our sponsors are so happy to support! share the fun!

#yeg Your new membership validates you for these great @fcedmonton & @unitedcycle deals! Support #yegCLs! More Congrats @ragostinis re:trophy win & Thx all @EFCL board members 4 supporting your leagues @ #yegCLday this Sat. See relay pics <https://www.facebook.com/media/set/?set=a.10153631046639855.1073741830.55888314854&type=3> ... rain didn't stop city leaders from racing & cheering @yegcc @michaeljanz

Thanks! @northlands @UnitedCycle @FCEdmontonNow @REALTORS and SERVUS, FPB and all our #yegCLDay sponsors you rocked!

From 1988 #yegCLday Membership Blitz! Still true today! See @efcl & visit <http://efcl100.tumblr.com> history Kits ready Monday with lots of neat prize stuff for your event - thanks @efcl supporters 4 support of #yegCLDay!



#yegCLDay Kits R being stuffed & the gift bags hold one of the most pop. items - @CityofEdmonton adm. passes!

Hey Kids Visit @EFCL welcome area @EdmHeritageFest and win some great prizes at our football toss

If you need your phone charged @EdmHeritageFest, come by @EFCL Welcome booth - we can help courtesy of @SuperGreenSol #yegCLs

Ever wondered how to find a local babysitter? The Hamptons CL had a brilliant idea..see it tonight @DezMelenkaCTV #yegcls could benefit.

Hey @efcl leagues...tonight find out about a simple but very effective mini sports program in Griesbach @DezMelenkaCTV On Your Street

"@marlenewurfel: Parkallen Community Garden on CTV clip: <http://edmonton.ctvnews.ca/video?clipId=638089> ... #blush" congrats to all PCL gardeners!

Our great showcase EmCee @DezMelenkaCTV is airing 2 spotlight awards @bdedm & @HIGHLIGHTS\_YEG tonight 5&8pm news

"@ServusCU: @EFCL Happy #ServusCircleDay! To you too servus ..great to see you celebrating with communities "

### Kudos to the Board and Joanne!

It has not gone un-noticed by Barb and I how tremendous the board has been in using social media themselves to increase EFCL awareness with all the tweeting that they have been doing while attending various events. Joanne has always been a superstar on Facebook and now has the twitter bug and has been doing a tremendous amount to boost the EFCL profile through her new tweeting skills. So a big thanks and kudos to the board members and Joanne. Every little retweet and pic helps.-)

## Happy City Promotion

The EFCL hosted a table display recently at McEwan University and supported EdmtNEXTGEN at their event to bring in Charles Montgomery author of the Happy City book. So many of the concepts in the book speak to the very heart of what community leagues advocate for and believe in. Charles spoke about the well-known benefits of living more locally. Benefits for the environment in reduced greenhouse gas emissions and benefits for the residents in their physical, mental and social health. He talked passionately about how we need to fix all that we had done wrong in the past several decades. He focused on how we have allowed our cities to grow and the urban design that we have built that has made the citizens more reliant on automobiles and the greater isolation caused by home designs and towering condos. For a happy city, people need frequent contact with each other. We need to intentionally create space for short interactions, because that is a first step to developing trust and friendships. Front yard space where you see your neighbours, social green spaces in townhouses or apartments, are all important. He advocated against population dispersal, against consolidating shopping all in one district, or massive multiple sport field facilities, but instead encouraged shopping, activities and gardens within walkable, bikeable communities. He advocated for common citizens to request these changes from our policy makers. We should insist on regulations that will encourage increased mixed density and mixed use developments throughout our city. Purposefully design many places to walk to, stop at or visit. The slower we move throughout our city the more opportunities to connect and the more generous, more patient, and more content we become. Obviously some things we intuitively know and Community Leagues are all about encouraging residents to gather, connect, live local, participate local, walk, bike and garden locally, but did we know that all those times we were serving hot chocolate, we were subconsciously encouraging people to think more warmly about each other just by holding a warm drink? We do now. So keep the hot chocolate coming!

The EFCL has purchased an office copy so if you want to take a look at the book. See Habib.



**MEETING DATE :** October 09, 2015

**Item 9.10**

**AGENDA ITEM # :** 9.10 – Communications Report

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

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*Note: Please refer to Habib and Nora's reports for details on K-Days participation, Heritage Days and Community League Day, which include information on our communication efforts. Majority of promotion for K-Days and Heritage Days was kept to ENews and social Media.*

## **1. May AGM Communications Survey & Group Discussion results.**

**Objective: to assess current forms of engagement, and to improve communications between EFCL and community leagues**

Of the 62 leagues that were represented at the AGM, 58 responded to the survey. Here are the results:

A) Ways in which they receive information from the EFCL:

Direct Email – 98.28%, Facebook – 29.31%, Twitter – 13.79%, ENews – 31.03%, Canada Post – 39.66%. Those using all of these platforms – 8.62% (Note: only three of the surveys were completed by communications or social media board directors).

B) A total of 87.93% were quite happy with our current form of communications, while the remainder said there was room for improvement, and a small group would prefer phone calls. This latter group does not have any online presence.

C) Interest in a private Group Facebook Page to receive sensitive material that is directed to leagues only. A majority (55.17%) said Yes, 31.03% said \*No, while 12.07% said it was something they would like to take to their boards first before making an opinion. \*Reading through the "No" comments, it is apparent they do not fully understand how a private page works.

D) Direct Emails – are we sending them to the right people? Over two thirds (68.97%) said Yes, 13.70% said No, while 13.79% had no response. Most of the "Yes" category would also like the secretary to be included with the appropriate director, while the "No" category felt that sending it to two executives was good enough.

E) Face-to-Face Meetings. Just under half (41.38%) said Yes, 50% said No and 6.9% had no response. Both the "Yes" and "No" respondents said they would like to have an EFCL director (or staff member) attend at least one of their monthly meetings a year (the "No" group did not want to attend another external meeting, but wanted someone to attend their meetings). Many respondents also said the EFCL rep should bring news or something of relevance to the meeting and not just coming to sit in and say hello.

F) League Suggestions:

- Provide more one-on-one training for social media and support for communications/online directors.
- Create a discussion forum on the EFCL website so leagues can talk to each other.
- Increase communication between the EFCL and CRCs, so leagues are not caught in the middle.
- The ENews should be sent to every board member of every league.

Other insights that came out of the League Suggestions portion of the discussions. \*Note, some of these were mentioned more than once, or as part of overall comment. I have simply paraphrased most of the repeat subjects into one sentence.

- Provide more than three weeks-notice when conducting any type of focus group or survey.
- They want to connect with their neighbouring leagues more.
- Help motivate their board to join the 21<sup>st</sup> century and to do more for their communities (four different requests for this)
- More support when it comes to the leagues dealing with internal issues, including bullying, financial understanding, insurance options, board development, social harassment, role responsibilities.
- Provide an annual package to leagues detailing all of EFCL staff functions, so leagues can make better use of the resources available to them.
- One board development meeting is not enough, there needs to be more follow-up.
- Killarney specifically sited they never hear from Area 2 Council, and what they do hear is second-hand. Wondering if it is possible for area councils to keep EFCL informed, so it could share with the relevant leagues.
- The EFCL needs to take more of a leadership role and help leagues deal with issues like infill housing, transportation – in dealing with the City in general.

## 2. Monthly Analytics (Engagement Numbers)

**On our website**, June 1 to Aug 31: We have had 32,329 visits during this timeframe, with 71,844 page views and an average of 2.37 minutes on the site per visit. Our bounce rate continues to drop, which translates into more people are actively seeking our site out.

**In our ENews:** with 1,746 subscribers and out of that, 1,063 opened our last ENews. That is the largest number of opens we've had - well above the non-profit industry standard of 21% for \*opens. *Note: for the first time, we have not had any "dead" subscribers – our subscriber list is clean, with only legitimate subscribers.*

**On our Facebook page**, June 1 to Aug. 31: We have gained 115 new followers, bringing us to 1,696 for this three-month period. Our average post reach \*1,479 people and 124 people were actively engaged with us each week. Note: both Heritage Days and K-Days showed significant action, with K-Days bringing 107 people directly to our page on July 17.

**On our Twitter page**, June 1 to Aug. 31: During this three month time frame, we gained 326 new followers bringing our total to 5,044. Our tweets earned \*112.1K impressions or 1.2K impressions per day.

\*Numbers for CLDay Sept. 19 will be in Nora's report

### Definitions:

**Twitter - Earned Impressions** – the number of people our tweets reach. This directly as a follower and they see our tweet on their timeline, or one of our tweets is shared by others and it shows up on their timelines. We also earn by direct searches – people searching our handle @EFCL or our hashtag #yegCLs to see our tweets.

**ENews – Open Rate** – those who actually open our ENews and read it.

**Facebook – Post Reach** – The number of people who have seen a post of ours – either directly or by someone sharing it on their own timelines to their followers.

**Website – Unique Visitors** - refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit.



**MEETING DATE :** October 09, 2015

**Item 9.11**

**AGENDA ITEM # :** 9.11 – Community Development Report

**PREPARED BY:** Habib Fatmi, Community Development Advisor

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### **Heritage Festival**

The EFCL booth at the Servus Heritage Festival in August was a great success as far as the volunteers, attendance and partnership with Community Standards is concerned.

The Heritage Festival Association celebrated 40 years of hosting this festival and during the three days approximately 400K visitors attended and visited with the 86 countries at 68 pavilions.

The EFCL partnered with Community Standards, which conducted a bylaw survey by hiring 20 contract and temp to work the festival grounds and visit the pavilions. The target was to get 800 surveys but they did 1,200 in all. Community standards gave away various swag items, including USBs with an EFCL logo, to each participant who completed a survey. Community Standards also had two to three Bylaw offices present at the EFCL pavilion to answer any bylaw questions by the visitors. The surveyors were paid by the city and city paid the EFCL for administration, orientation, snacks, lunch and bus tickets.

EFCL also partnered with Green Energy, a local company, which set up a free solar charging station. The charging station was again very popular spot for visitors as well as used by our volunteers and survey staff.

This was another big year with the volunteers at EFCL Heritage pavilion. This year we had around 35 volunteers help us from the time we set up on Friday to when we cleaned and unloaded our truck on Tuesday. A number of staff members pitched in once again this year.

The EFCL pavilion featured a display on its 100<sup>th</sup> Anniversary Project and provided information for visitors. We also gave away prizes for children using the football toss, where Councillor Andrew Knack once again volunteered for an entire day. Our pavilion also had a community league map and a map showing where people live that speak the eight most common languages in the city. We estimate that staff and volunteers spoke to approximately five thousand visitors.

This year EFCL managed to keep its costs down by sharing expenses with our partners. We also appreciated the help of board members, particularly when it came to meeting city and provincial elected leaders.

EFCL also sponsored a casual volunteer appreciation BBQ/Picnic with live music in Hawrelak Park on August 18, which was well appreciated.

### **Edmonton Active Recreation and Sport Strategy.**

The City of Edmonton is developing the Edmonton Active Recreation and Sport Strategy in order to copy great cities which have networks, culture, policies and places that enable and encourage their citizens to live active and healthy lives.

The city is holding eight workshops to provide an opportunity for representatives of key organizations and businesses (including the EFCL), to discuss and provide feedback on the draft Strategy. After all the workshops are done a report will be compiled and presented to City Council.

## **EndPoverty Edmonton Strategy**

The EndPoverty Edmonton movement was launched by co-chairs Mayor Don Iveson and Bishop Jane at the McCauley Intercultural Centre. I attended the session and assured the mayor that the EFCL and Community Leagues are behind a great cause and will help in any way we can to make this vision a reality. The mayor was very appreciative and said that the assistance of community leagues is important to help meet the group's goals.

I also represented the EFCL when the EndPoverty Edmonton Task Force did its presentation at the City Council.

**MEETING DATE :** October 09, 2015

**Item 9.12**

**AGENDA ITEM # :** 9.12 – Community Planning Advisor’s Report

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

### **Coordinated Work of EFCL Planning Committee & City Bylaw Implementation Team**

Starting in June, 2015 the new City Bylaw Implementation team began sharing their work plan with EFCL and other major stakeholders. In addition, they routinely offered EFCL the opportunity to have input into the consultation plans for the major projects impacting residential neighbourhoods. This has provided opportunities to inform and involve leagues in a more timely manner.

Below is an overview of the most relevant bylaw projects, the schedule, and the work done to date.

<b>Council Decision date</b>	<b>Topic/Agenda Item</b>	<b>Progress and Future Plans</b>	<b>Importance to Leagues</b>
July 6, 2015 Public Hearing	Height	In a letter and presentation to Council we recommended: <ul style="list-style-type: none"><li>- The max height of roof ridges be kept at 1.5 m above the max roof midpoint, rather than 2.5 m (Council agreed)</li><li>- Height of flat roof buildings be determined by measuring to the top of the highest parapet, not to the midpoint of the parapet (Council agreed, but allowed an additional .4 m in height)</li></ul>	High
Sept 1, 2015 Exec Comm.	Development <b>Variations</b> including examples of variations that have been issued where community opposition exists, and the rationale of allowing the variance	EFCL Informed leagues of report. EFCL emphasized to Administration the importance of following bylaw regulations in order to create certainty for <u>neighbourhoods</u> , and reduce workload of leagues.  <b>Committee Motion:</b> That Administration provide a report outlining the difference between the discretion authorized for the Subdivision and Development Appeal Board and that authorized for the Development Officers, the effect of these differences on planning decisions, as well as the rationale for these differences. Due Q1 2016	High
Sep 15, 2015 Exec Comm.	Reduced Parking Requirements for Minor Eating and Drinking Establishments outside the downtown core; & option for cash in lieu for shared public parking	EFCL informed leagues of project in August E-News.	High for areas such as Strathcona, Garneau Westmount, Low for others.

<b>Council Decision date</b>	<b>Topic/Agenda Item</b>	<b>Progress and Future Plans</b>	<b>Importance to Leagues</b>
Oct 6, 2015 Exec Comm.	Impact of Bad <b>Construction Practices</b> on Existing <del>Neighbourhoods</del> , and solutions	EFCL researched and distributed a report with recommendations. Our Construction Committee established some priorities. EFCL also coordinated media coverage and league presentations to Council.	High for new & redeveloping areas
Oct 6, 2015 Exec Comm.	Point of contact options for Mature <del>Neighbourhoods</del> in the Development Process	EFCL feedback to Admin – we support the formation of a specialized team. No feedback to Council prepared	Medium for mature areas
Oct 5, 2015 Exec Comm.	Exception to Restrictions on Separation Distances between <b>Alcohol Sales</b> Uses for Larger Commercial Sites in Suburban Areas	EFCL input to Public Involvement Plan (PIP). Survey implemented by city and advertised by EFCL. No EFCL input to Council.	Low for most areas
Oct 6, 2015 Exec Comm.	Potential Impacts of <b>Changing Limited Group Homes to a discretionary</b> use	City & EFCL organized a meeting with leagues in July, 2015. No EFCL recommendations.	Low for most areas, High for some
Oct 27, 2015 Exec Comm.	Side Setback and Amenity amendments for <b>row housing in the RF3</b> Small Scale Infill Development Zone, and potential addition of <del>private</del> , at-grade, outdoor amenity areas.	EFCL input to PIP with leagues & industry. Advertised workshop. Individual league reps & EFCL Planning Advisor participated in Sept 14 workshop. EFCL advertised city survey.	High for RF3 areas Medium for redeveloping areas
Nov 2, 2015 Public Hearing	Omnibus 2015 – numerous minor amendments	No advance info provided to EFCL. Public Hearing report will be available on the Public Hearing agenda in early October. <b>If proposed changes are significant, we will inform the leagues.</b>	
Nov 10, 2015 Exec Comm.	Integration of the Surface <b>Drainage</b> Provisions and Zoning and Development Permit Approval Processes	Informed leagues of project via E-News. Proposal supported in EFCL Construction Issues Report.	High for new and developing areas
Nov 10, 2015	<b>Mature Neighbourhood Overlay Public Involvement Plan</b>	EFCL provided feedback to Admin on the city's draft plan, which was quite <del>detailed</del> compared to previous MNO reviews. Made suggestions for how to select members of the Infill Action Group, which is a key advisory group. Emphasized the importance of involving experienced league reps. <b>Will review the final draft and provide comments as needed.</b>	High for all mature areas

<b>Council Decision date</b>	<b>Topic/Agenda Item</b>	<b>Progress and Future Plans</b>	<b>Importance to Leagues</b>
Nov 10, 2015	<b>Preserving Private Trees</b>	Aug 18, EFCL presented to Council Exec Comm. our support for enhanced tree & landscaping requirements, incentive programs and a tree bylaw. Council asked Admin to report on other cities by Nov 10, and by Q1 prepare a bylaw requiring tree planting for all zones. EFCL Planning Comm. will support the development of incentives and the necessary MGA change to allow the City to develop a tree bylaw.	Medium
2016 Q 1 Public Hearing	<b>Minimum tree planting requirements for low density zones.</b>	EFCL asked interested civics directors to help our Planning Committee with Tree Planting and Retention Strategies. EFCL will have input into and promote the city's public consultation process.	Medium
2016 Q1-3	<b>City MNO Review-</b> reduce need for variances and improve approvals process.	EFCL workshops being planned for 3 <sup>rd</sup> week of November to prepare leagues to set the agenda for the city consultation process.	High for mature areas
2016 Q1	<b>Privacy Screening</b>	Governor Civics Director report on Privacy was distributed to leagues. Leagues were informed of city website and upcoming city consultation. EFCL to continue research, participate in consultations & make recommendations to Council.	Medium for all areas.
2015 Q4	Infill Roadmap Action #16: More Row Housing in RF3	The Planning Committee will likely recommend to Administration that this action be delayed until the MNO review is completed and infill issues are addressed – like construction issues, tree loss, privacy loss, and excessive variances.	Medium for mature areas
2016 Q2	Height increases		High in all areas

### **Mature Neighbourhood Overlay (MNO) Review**

The organization of the MNO Review workshops are well underway. The EFCL has gotten donations from Councillor Mike Nickel's office to cover the cost of visuals for the workshops. We are now looking for hall space.

The same workshop will be given in three different city locations. The target dates are Nov 16, 18 and 24.

## **Open Space (Parks) Master Plan**

Geoff Smith from the city and his colleague gave a presentation to the EFCL Planning Committee in September. The Open Space Master Plan and the Recreation Facilities Master Plan will be two different processes, with the facility planning starting a year later. Open spaces include parks and plazas, natural areas, corridors and linkages (such as greenways, boulevards, multi-use paths), and green infrastructure such as street trees, landscaped stormwater management facilities and community gardens.

The Master Plan public engagement process will be developed in conjunction with the consultants who will be contracted shortly. Once the draft engagement process has been developed, Geoff will make arrangements to meet with EFCL – the Board, Planning Committee or a larger group if we wish.

## **Transit Strategy**

The public consultation opportunities have been advertised in the EFCL E-News and social media. In addition, the EFCL has been invited to participate in a city partner workshop on October 28<sup>th</sup>.

## 10.0 CORRESPONDENCE

**MEETING DATE :** October 08, 2015  
**AGENDA ITEM # :** 10.1 – Letter From Finance Minister Joe Ceci  
**PREPARED BY:** Joe Ceci, Government of Alberta

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**Item 10.1**

**From:** Minister Joe Ceci [<mailto:tbf.minister@gov.ab.ca>]

**Sent:** Friday, October 02, 2015 5:00 PM

**Cc:** Alison Melnychuk <[Alison.Melnichuk@gov.ab.ca](mailto:Alison.Melnichuk@gov.ab.ca)>

**Subject:** 2015 Budget Consultations

Dear friend,

I wanted to thank you for taking the time to share your thoughts, ideas and concerns with me during our recent meeting about the coming 2015 and 2016 Budgets.

This is an extraordinary time in our province. The challenges are great but together we will build a better and more prosperous Alberta. To address these challenges, we will be introducing our government's first budget in the fall. It's focus on jobs and economic growth will aim to build a fair recovery for all Albertans.

Throughout the summer months I've heard from hundreds of Albertans about their priorities. Whether it be small businesses in Peace River, Executives in Calgary or non-profit community leaders in Lethbridge there is common understanding of the task ahead. I appreciate all the feedback I've received and look forward to continuing to work with you in the coming months.

Once again, I appreciate the time you took to meet with me and share you valuable insights.

Sincerely,

Joe Ceci

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**MEETING DATE :** October 08, 2015

**Item 10.2**

**AGENDA ITEM # :** 10.2 – EFCL Letter To Elmwood Park Community League

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



John Rhebergen  
Elmwood Park Community League  
October 5, 2015

Dear John,

Thank you very much for your note and for all of the work you are doing to get Elmwood Park Community League back on its feet.

We very much appreciate your effort and would like to help you along. With that in mind, I will ask our board development officer, who just started with us last week, to give you a call. Her name is Loie Unwin and she has a wealth of experience in working with boards.

I also want to let you know that I presented your letter to our board at their meeting in September. After some discussion, the board decided that it was not in a position to start forgiving outstanding membership fees. It felt that this move would set a precedent that the federation could not sustain.

However, the board did instruct me to provide Elmwood Park more time to pay, so I will ask our financial officer to refrain from sending any more invoices this year. Loie will talk to you about developing a new payment schedule down the road.

Thanks again for bringing your situation to our attention and for pitching in at Elmwood Park.

I'm sure we can find a way through this together.

Sincerely yours,

Allan Bolstad  
Executive Director  
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](http://www.efcl.org)



## 11.0 WORK IN PROGRESS

**MEETING DATE :** October 08, 2015  
**AGENDA ITEM # :** 11.1 – EFCL Work in Progress  
**PREPARED BY:** Allan Bolstad, Executive Director

**Item 11.1**

MEETING DATE	REF.	ITEM	STATUS
2012/04/12	5.3	<b>Reporting Form For EFCL Representatives</b> "A reporting form is to be created to be provided to anyone representing the EFCL in any capacity on external Committees or Sub-Committees, to report back to the EFCL a minimum of at least once annually."	Ongoing
2013/02/14	5.3	<b>Leagues Without Halls</b> "1. That the EFCL survey all of the leagues without halls to determine what they are doing to meet their space needs and whether or not the EFCL can be of assistance. 2. That the EFCL hold a meeting with the leagues without halls to discuss this situation and determine what role the EFCL might play."	Ongoing
2013/10/10	5.6	<b>Meeting with Edmonton MPs</b> That the Edmonton Federation of Community Leagues host a meeting with the Edmonton Members of Parliament to discuss key items of interest.	Ongoing
2015/04/09	5.3	<b>Hall Construction Cost Assessment Report</b> "That the EFCL Board table further discussion of this Item until the report from Community Services is available for review."	
2015/04/09	8.2	<b>Meeting With Edmonton Minor Soccer Association</b> A. Bolstad to survey community league soccer directors about community league soccer operations, which we will bring to the attention of EMSA.	
2015/07/09	5.3	<b>Community League Winter Workshop</b> "That the EFCL incorporate a Winter Programming component in the EFCL's Leagues Alive 2015 Conference."	
2015/09/10	3.2	<b>Winter Programming</b> H. Fatmi to contact R. Favell regarding the possibility of holding the rink workshop at Killarney.	