



**EDMONTON FEDERATION OF COMMUNITY LEAGUES**

**BOARD OF DIRECTORS**

**REGULAR MEETING PACKAGE**

**DATE: Thursday, January 12, 2017**

**DINNER: 5:00 PM / MEETING 6:00 PM**

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

## **EFCL Board Planning Calendar January, February, March, 2017**

### **January**

**2017**

- 03 EFCL Office Reopens
- 12 EFCL Board Meeting
- 15-16 EFCL Casino
- 21 EFCL Media Relations Training Workshop
- 25 EFCL Planning & Development Committee Meeting

### **February**

**2017**

- 09 EFCL Board Meeting
- 22 EFCL Planning & Development Committee Meeting
- 28 Winter General Meeting

### **March**

**2017**

- 09 EFCL Board Meeting
- 29 EFCL Planning & Development Committee Meeting

**Edmonton Federation of Community Leagues**

**Item 1.0**

**Board of Directors Regular Meeting**

**EFCL Office: 7103—105 Street**

**Thursday, January 12, 2017, Dinner 5:00 PM / Meeting 6:00 PM**

**AGENDA**

**1.0 Call To Order (6:00 PM)**

**2.0 Agenda Review (pg. 3)**

**3.0 Urgent Matters / Presentations**

**3.1 Finance Review And Recommendations (6:00 PM to 6:30 PM)**

**(See 5.1 & Attached For Background Information)**

**Chris Adams, Mowbrey Gil, LLP**

**4.0 Approval of Minutes**

**4.1 December 08, 2016 (Attached)**

**5.0 Decision Items (6:30 PM)**

**5.1 Motions For Finance Recommendations (pg. 4)**

**5.2 Donor Recognition Document (pgs. 5-11)**

**5.3 Newton Business Plan, Rink Roof (pg. 12)**

**5.4 Winter General Meeting Draft Agenda (pg. 13)**

**6.0 News From The City Of Edmonton**

**6.1 News From The City Of Edmonton (pgs. 14-15)**

**7.0 Exemptions**

**8.0 Staff Reports (6:50 PM)**

**8.1 Executive Director's Report (pgs. 16-17)**

**- Living Local Grant, Re:Sound/SOCAN, Edmonton Minor Soccer Association,  
Alberta Culture Days, Social Enterprise Fund, Operational Policy**

**9.0 Work In Progress (pgs. 18-19)**

**10.0 District Updates/Feedback (7:00 PM)**

**11.0 Private Matters (7:40 PM)**

**12.0 Next Meeting/Announcements**

**12.1 Thursday, February 09, 2017 at 6:00 PM,**

**Office of The EFCL, 7103—105 Street**

**13.0 Adjournment (9:00 PM)**

## 5.0 Decision Items

**MEETING DATE :** January 12, 2017  
**AGENDA ITEM # :** 5.1 – Motions For Finance Recommendations  
**PREPARED BY:** Chris Adams, Mowbrey Gil, LLP

**Item 5.1**

### Recommendation:

1. That \_\_\_\_\_, who has signing authority, will make an appointment with the bank to: a) open a short-term GIC; and b) open a separate account, in the amount of \$ \_\_\_\_\_, to track our federal funding and interest.
2. That the EFCL have the people listed below designated as signing authorities and that all cheques require two signatures.  
  
Gavin Martinson, President  
Cindy Dorward, Treasurer  
Jesse Watson, VP Internal  
Shaffeek Ali, VP External  
Debra Jakubec, Executive Director
3. That the EFCL board of directors create a Finance Committee and recruit an external member with accounting/bookkeeping experience.

### Background:

Attached

**MEETING DATE :** January 12, 2017  
**AGENDA ITEM # :** 5.2 – Donor Recognition Document  
**PREPARED BY:** Debra Jakubec, Executive Director

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**Item 5.2**

**Recommendation:**

**That the EFCL board of directors approve the new donor recognition levels and strategy.**

**Background:**

The EFCL board approved a donor recognition document at the April 2015 EFCL Board Meeting. Changes to the previously approved document have been recommended by our Fund Raising Consultant, Rhonda Newman, and the proposed changes are to:

- Allow for naming opportunities of specific features of the design
- Add two additional recognition categories –
  - Guardians \$10,000 - \$24,999
  - Visionaries \$250,000 - \$499,999
- Allow all donations \$1,000 and above to have permanent onsite recognition on the donor wall (previously \$10,000 )
- Join Individual and Corporate gift categories - not noting separately any longer but recognizing all gifts the same regardless of individual or corporate.
- Add in personal phone calls and letters for gifts received

Once this has been reviewed by the board of directors, it will be shared with the 100<sup>th</sup> Anniversary Committee. The new document will also need to go to the City of Edmonton for approval.

## Individual Naming Recognition & Corporate Sponsorship Opportunities



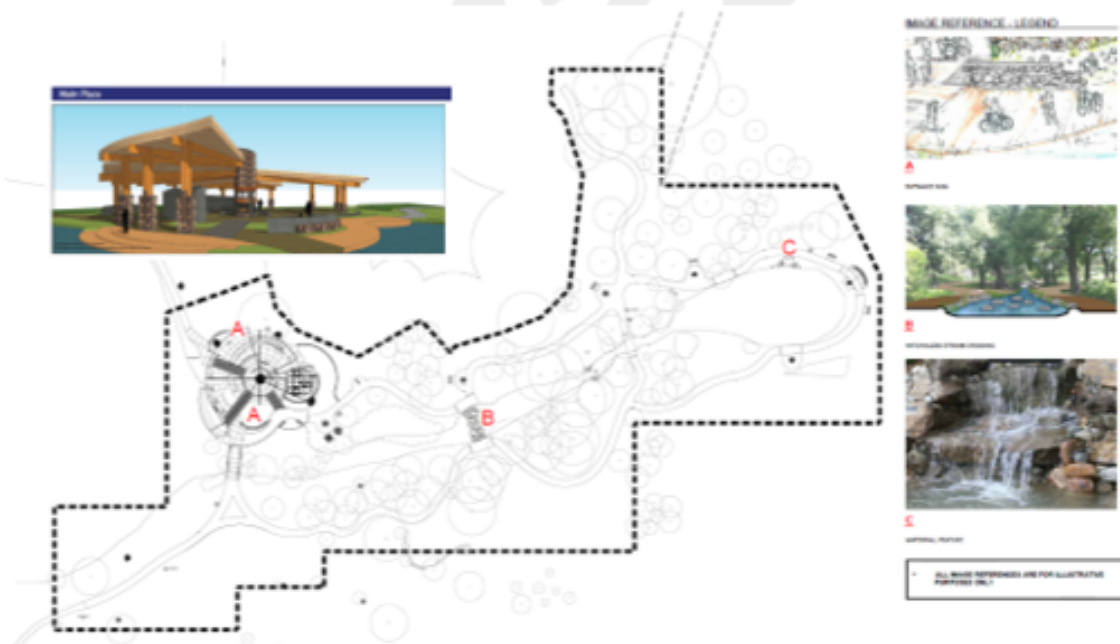
Individuals, families, foundations and corporations who are considering making a gift to support the Edmonton Federation of Community League's Capital Campaign are invited to entertain a possible naming opportunity. Naming opportunities provide a mechanism for recognition while making a meaningful contribution to the wellbeing of our community.

Opportunity	Recognition	Value
<b>Community League Plaza</b> - Celebrate 100 years of community spirit! The Community League Plaza is an all-season gathering area for small-scale events and the primary place to get information about the unique network of community leagues in Edmonton.	Recognition name w/in Plaza Entrance Signage  -typeface only, no logo	\$1,000,000
<b>Sharing our Story Feature Wall</b> - Sharing the ongoing story of the community leagues, the feature wall is a main focal point of the plaza. It includes historical information and can be updated to connect visitors with league activities so they're inspired to volunteer.	Recognition plaque w/in feature wall	\$500,000
<b>Restoring our Spirit Pond</b> - Gazing at a beautiful pond can be inspirational in itself. As residents are calmed by the view, they feel rejuvenated and have more energy to participate in their communities.	Recognition on Column Panel signage at Pond	\$250,000
<b>Welcoming All Gateway</b> - Welcome to Hawrelak Park! The Amphitheatre is a key entry point to the project from the main parking lot. Here visitors will learn about our community leagues and their historical importance to our quality of life.	Recognition on Large Interpretive sign	\$100,000
<b>Warming our Hearts Fireplace Feature</b> - The cozy central fireplace transforms our city's cold winter landscape into a wonderland. The fireplace provides a gathering place where community spirit can shine.	Recognition plaque on Central Fireplace	\$100,000
<b>Celebrating our Volunteers Feature</b> - See yourself as a community league volunteer! This feature inspires visitors to consider the importance of volunteerism and to get involved with their community leagues.	Recognition on a small interpretative sign or plaque	\$50,000

<b>Driving Community Feature-</b> Soapbox derbies were very entertaining, especially for kids. This feature will be a conversation starter for today's young families and generations to come.	Recognition on one of the small interpretative signs	\$50,000
<b>Voicing our Concerns Feature-</b> The importance of each of our voices cannot be underestimated. This feature encourages visitors to discover how their voice can make a difference in their communities.	Recognition on one of the small interpretative signs	\$50,000
<b>Sharing the Spotlight Feature-</b> Show off your stuff! This feature celebrates the diversity of talent in our city as well as how community leagues have helped Edmontonians share their gifts with one another.	Recognition on one of the small interpretative signs	\$50,000
<b>Embracing Healthy Competition Feature -</b> This feature celebrates the leagues' long history of growing minor sports. It encourages visitors to wonder what our children would do without the support of community leagues.	Recognition on one of the small interpretative signs	\$50,000
<b>Celebrating Play Feature -</b> Across our city, many playgrounds exist because of community leagues. This feature encourages visitors to consider how critical the leagues have been and continue to be to our health and happiness.	Recognition on one of the small interpretative signs	\$50,000
<b>Stream -</b> The sound of running water is refreshing and revitalizing. Visitors enjoying the stream are re-energized so they can take on volunteer roles across our city.	Stream section noted w/in donor wall	\$25,000
<b>Naturalized Stream Crossing-</b> The naturalized stream crossing is a point of connection, the essence of community spirit. It allows visitors to explore the entire park while maintaining the harmony of the natural landscape.	Stream section noted w/in donor wall	\$25,000
<b>Taking Time Out Park Seating -</b> Sitting in the park is a wonderful way to get the many benefits nature provides. Seating in the plaza connects people who want to relax with the inspiring stories of our community leagues.	Seating section noted w/in donor wall	\$5,000
<b>Picnic Area -</b> There's nothing like a picnic to bring families, groups, and entire communities together. The picnic area will be used by residents from all walks of life.	Picnic section noted w/in donor wall	\$2,500
<b>Strolling the Boardwalk -</b> The boardwalk leads visitors to specific points where they can learn about the activities of our community leagues. It also offers beautiful views for visitors of all abilities to enjoy.	Boardwalk section noted w/in donor wall	\$2,000

<p><b>Northwest Trail-</b> The northwest trail leads visitors to interpretive elements where they can learn about the importance of volunteerism. It's an inspirational journey through a beautiful natural setting!</p>	<p>Trail donors section noted w/in donor wall</p>	<p>\$1,000</p>
<p><b>Southwest Trail -</b> The southwest trail leads visitors to interpretive elements where they can learn about the importance of volunteerism. It's an inspirational journey through a beautiful natural setting!</p>	<p>Trail donors section noted w/in donor wall</p>	<p>\$1,000</p>
<p>*In addition to the above recognition items, donors will be acknowledged in the donor wall within the designated value category and online.</p>		

### The Community League Plaza and Trails





## Recognition Mechanisms

1. Donor Wall – within plaza
2. Virtual Donor wall – online at EFCL.org
3. Plaza Feature Wall
4. Column Panel Signage
5. Large Interpretive Sign (located on trail near Heritage Amphitheatre)
6. Small Interpretive Sign (located along trail with an element)
7. Recognition Plaque on an element or feature ( e.g. Fireplace )

Donor Wall, Plaza Feature Wall



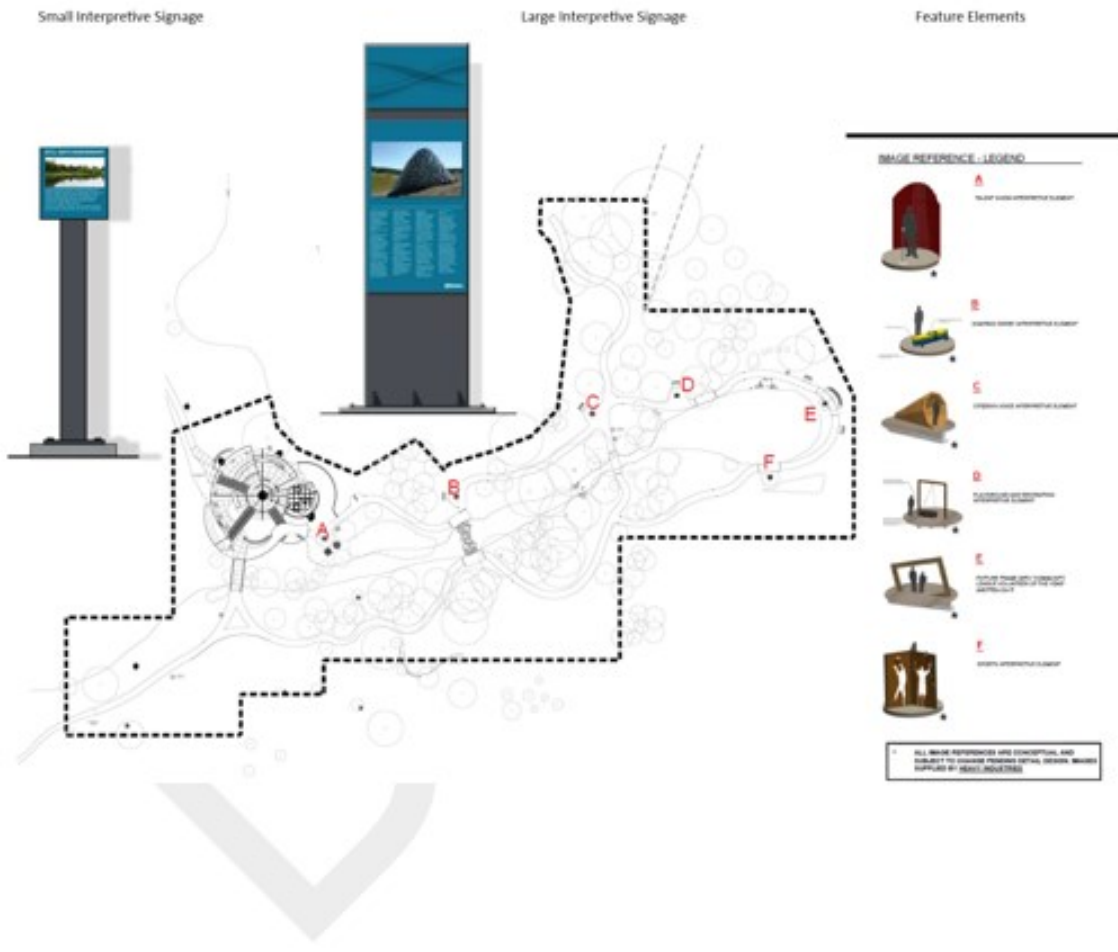
Column Panel Signage

Virtual Donor Wall



Fireplace

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Expressions of Appreciation

Donor Categories for EFCL									
Name	Gift Range	Tax Receipt – if needed	Thank you Letter	Phone call from Campaign Team within 1 week	Phone Call Campaign Chair within 48 hrs	Permanent Recognition on Donor Wall	Recognition in Annual Report	Invitation to Special Events	Premium Recognition Item
Supporters	\$20 to \$999	✓	✓						
Leaders	\$1,000 to \$9,999	✓	✓	✓		✓	✓	✓	
Partners	\$5,000 to \$9,999	✓	✓	✓		✓	✓	✓	
Guardians	\$10,000 to \$24,999	✓	✓	✓		✓	✓	✓	
Champions	\$25,000 to \$49,999	✓	✓	✓	✓	✓	✓	✓	✓
Builders	\$50,000 to \$99,999	✓	✓	✓	✓	✓	✓	✓	✓
Partners	\$100,000 to \$249,999	✓	✓	✓	✓	✓	✓	✓	✓
Visionaries	\$250,000 to \$499,999	✓	✓	✓	✓	✓	✓	✓	✓
Founders	\$500,000 and above	✓	✓	✓	✓	✓	✓	✓	✓

**MEETING DATE :** January 12, 2017

**Item 5.3**

**AGENDA ITEM # :** 5.3 – Newton Business Plan, Rink Roof

**PREPARED BY:** Rak Prasad, Newton Community League

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**Recommendation:**

**That the EFCL board of directors approve and transfer the \$72,673 to Newton Community League for the construction of a rink roof.**

**Background:**

- Summer 2015 Board Approval for Rink Roof Project - Done
- Fall 2016 Announcement to community - Done
- Spring 2016 Flyer drop for Project - Done
- Spring 2016 Quotes received and budget complete for Project - Done
- Spring 2016 Funding for Project (some completed / ongoing with more sponsors, (Oilers, EMHA, Lions)
- Summer 2016 2nd Flyer drop for Project - Done
- Fall 2016 Community Committee formed for Project - Done

**(To be completed)**

- Winter 2016 Community input and door to door survey - (To be completed after getting acceptable verbiage for Project from CRC)
- Spring 2016 Construction of Project
- Summer 2016 Opening of Outdoor Canopy and City/ Community Event

At our last meeting on December 8, 2016, D. Jakubec was directed to consult with the EFCL's City liaison (C. Shannon) regarding the management of the rink roof grant money. Questions have been sent to Ms. Shannon and can be discussed at this board meeting.

**MEETING DATE :** January 12, 2017  
**AGENDA ITEM # :** 5.4 – Winter General Meeting Draft Agenda  
**PREPARED BY:** Debra Jakubec, Executive Director

**Item 5.4**



**February General Meeting Draft Agenda**

- 1.0 Call To Order (6:30 PM)**
  - 1.1 Welcome Guests and Acknowledgement of Sponsors
  - 1.2 Opening Comments From President
  - 1.3 Greetings from Sponsors
- 2.0 Approval of Agenda (6:45 PM)**
- 3.0 Approval of Draft Minutes**
- 4.0 EFCL Presentations (6:50 PM)**
  - 4.1 Sage Seniors Association
  - 4.2 Catholic School Board
- 5.0 Group Discussions/Survey (7:10 PM)**
  - 5.1 TBD – What is a 'Healthy League?'
- ..... Coffee Break (7:40 PM) .....**
- 6.0 Door Prize**
- 7.0 Board And Planning Committee Elections (7:50 PM)**
- 8.0 Decision Item (8:00 PM)**
  - 8.1 2017 Budget
  - 8.2 Policy Updates
- 9.0 Partner Group Presentations (8:40 PM)**
  - 9.1 City of Edmonton Operating Grant Changes
- 10.0 Information Updates (8:50 PM)**
  - 10.1 Fall Survey Results
  - 10.2 District Meetings
  - 10.3 Great Neighbour Race
  - 10.4 Membership Campaign Pilot
  - 10.5 Outcome of Re:Sound/SOCAN Negotiations
  - 10.6 Annual Workshops And Leagues Alive
  - 10.7 Social Work Practicum Student
  - 10.8 EFCL & City of Edmonton Partnering Agreement
  - 10.9 Membership Supplies Orders
- 11.0 Community Services Department Report (By Exemption) (9:10 PM)**
  - 11.1 TBD
- 12.0 Executive Director's Report (By Exemption) (9:20 PM)**
  - 12.1 Community League Wellness Program
  - 12.2 Solar Energy Project
  - 12.3 "First On The Ice" Contest
  - 12.4 Annual Workshops And Leagues Alive
  - 12.6 Planning And Development Report
- 13.0 Open Mic - Community League Dialogue (9:30 PM)**
- 14.0 Next Meeting Date**
- 15.0 Hall Clean-Up**

## 6.0 NEWS FROM THE CITY OF EDMONTON

**MEETING DATE :** January 12, 2017

**Item 6.1**

**AGENDA ITEM # :** 6.1 – News From The City Of Edmonton

**PREPARED BY:** Marlene Kankkunen, Office of Great Neighbourhoods

### **News From The City Of Edmonton EFCL Board Meeting, January 12, 2017**



**THE WAY WE FINANCE:** 10-year Goal - *Ensure Edmonton's Financial Sustainability*

#### **Council approves lowest tax increase in 10 years**

Edmonton City Council passed the 2016-2018 Supplemental Budget Adjustment, the lowest tax increase in a decade, while still maintaining current services and programs and funding major Council initiatives such as the Neighbourhood Renewal Program and EndPovertyEdmonton.

The 2.9 per cent tax rate increase is down from 3.1 per cent originally proposed at the November 29 Council meeting.

The City reduced the base budget, the percentage of the tax increase necessary just to maintain current programs and services due to inflation, from 2.5 per cent in 2016 to 0.8. per cent in 2017. Of the 1.7 per cent in savings, Council reinvested 1.5 per cent of it, or \$22 million, into Neighbourhood Renewal to maintain Council's long-standing commitment. This vital program funds repairs to roads, sidewalks and streetlights in Edmonton's more than 300 aging neighbourhoods.

For more information: [Supplemental 2016-2018 Operating Budget](#)

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

#### **Edmonton approves landmark winter design policy**

Edmonton City Council has approved a new policy and set of guidelines aimed at making Edmonton more comfortable and beautiful during the winter.

The winter design guidelines and policy will influence all City developments and projects to help ensure that Edmonton's colder months are transformed from a time of hibernation to one of celebration and community.

"The policy and its guidelines put Edmonton at the forefront of the winter design movement, but more importantly will have the power to improve citizens' quality of living and make Edmonton a better city to live and play year-round," said Councillor Ben Henderson.

By viewing the design of the city through the lens of winter experience, the guidelines aim to make city streets more accessible, making it easier for people to get around on foot and on bike in winter. The guidelines recognize the importance of five design principles as projects are developed across the city:

- Incorporate design strategies to block wind, particularly prevailing winds and downdrafts.
- Maximize exposure to sunshine through orientation and design.
- Use colour to enliven the winter scape.
- Create visual interest with light, while being mindful of density, spread and colour.
- Design and provide infrastructure that supports desired winter life and improves comfort in cold weather.

The Winter Design Guidelines are part of [WinterCity Strategy](#). Approved in 2012, the strategy recognizes that winter is an important part of life in Edmonton and encourages Edmontonians to embrace and celebrate winter.

**THE WAY WE LIVE: 10-year Goal - *Improve Edmonton’s Livability***

**Edmonton is welcoming the world to Winter Cities Shake-Up 2017!**



February 16-18, 2017  
 Visit [here](#) for more information or to register for the conference.

**Upcoming Meetings, Events and Activities - January**

January 16	Community and Public Services Committee - Reports Include: Body Rub Centres Task Force Recommendation 16, ELEVATE MoU
January 17	Executive Committee - Reports Include: Alberta First Responder Radio Communication System Access Agreement
	Community and Public Services Committee - Reports Include: Public Wash-room Information and Consultation - Report has been deferred until April to allow sufficient time for public consultation.

## 8.0 STAFF REPORTS

**MEETING DATE :** January 12, 2017  
**AGENDA ITEM # :** 8.1 – Executive Director’s Report  
**PRESENTED BY:** Debra Jakubec, Executive Director

**Item 8.1**

### **Living Local Grant, Resound/SOCAN, EMSA, Alberta Culture Days, Social Enterprise Fund**

#### **Living Local Grant**

One application was submitted and was funded. It was by Bonnie Doon Community League and was called ‘**Exploring Historic Bonnie Doon**’. The Living Local Grant is under-prescribed at this time. The Executive Director is meeting with staff from the Edmonton Heritage Council before the end of January.

Bonnie Doon Grant Application: Artwork will be commissioned to illustrate Bonnie Doon’s historic community for two time periods; 1882-1918 and circa 1950’s. A local artist will use historic photographs at a minimum of 4 pop-up events to create illustrations of our local geography and historic buildings. Illustrations created over the spring and summer of 2017 will be compiled into the two maps; one by the artist and the other by the graphics designer. Volunteers will engage the public at these events by sharing memorabilia that has been collected during our Memories of Bonnie Doon project. The maps will be distributed within the community and incorporated into the Memories of Bonnie Doon book, scheduled for completion by September 1, 2017.

#### **Resound/SOCAN update**

Our presentation to Re:Sound was accepted verbally. We are waiting on their contract. We have contacted SOCAN and hope to negotiate with them before the next General Meeting.

#### **Edmonton Minor Soccer Association**

The Executive Director met with the EMSA General Manager, Dragos Niculescu before the holidays. We will be arranging another meeting and will include our Presidents to discuss ways we can work together and cross promote each other.

#### **Alberta Culture Days**

Alberta Culture is once again encouraging groups across the province to take part in Alberta Culture Days, which is scheduled for September 29 - October 1, 2017. The Executive Director has sent a letter requesting a meeting with the Minister of Culture and Tourism, Minister Ricardo Miranda, to see if it is possible to expand the dates.

#### **Social Enterprise Fund (SEF)**

Rhonda Newman and Debra Jakubec met with Jane Bisbee of the Social Enterprise Fund to discuss the possibility of applying for bridge funding for our 100<sup>th</sup> Anniversary project. The discovery meeting was very positive and the EFCL will be providing some initial information to the SEF in the coming weeks to ensure the EFCL is eligible to submit an application.

What is the SEF?

Put simply, the Social Enterprise Fund is a loan fund. They lend money to social enterprises that want to make things better in the community, and in the world. The SEF was established in 2008 through a unique collaboration between the Edmonton Community Foundation and the City of Edmonton. Social enterprises, like any small businesses, require access to capital in order to grow. Given their sometimes unusual structure or business sphere, they can have challenges finding the financing they need to grow through traditional sources. The SEF acts as a patient lender working with these enterprises to meet their financing needs, whether through a big loan or small. Loans are repayable with interest – and in this way, the funds can go on to assist other social entrepreneurs.



## Grant Application Update

<b>Funder</b>	<b>Topic</b>	<b>Amount requested</b>	<b>Approved</b>
Sustainable Development Edmonton	Green Leagues Coordinator	\$87,000	Approved for \$90,000
Community Initiatives Program	Fund Raising Consultant	\$24,000	Submitted
Heritage Canada	100 <sup>th</sup> Anniversary Capital Project	\$500,000	Submitted – Met with MP Boissonnault
Canada 150	Community Building Grant	\$50,000	Submitted – Met with MP Boissonnault
LOI – Human Rights and Multiculturalism	Cultural Inclusion Project	\$56,580	Submitted
BMO	Indigenous Inclusion	\$45,000	Submitted
Status of Women – Government of Alberta	Leadership Mentor Program	\$50,000	Submitted
CIP Operating grant	Program and Evaluation Director (2 years)	\$75,000	Submitted
Alberta – Canada 150 grant	Showcase	\$25,000	Writing

## 9.0 WORK IN PROGRESS

**MEETING DATE :** January 12, 2017  
**AGENDA ITEM # :** 9.1 – EFCL Work in Progress  
**PREPARED BY:** Debra Jakubec, Executive Director

**Item 9.1**

MEETING DATE	REF.	ITEM	STATUS
2015/05/12	5.3	<b>Rink Roof Funds For Newton Community League</b> "That the EFCL set aside \$72,673 for the Newton Community League rink roof project and that a status report be brought back to the EFCL Board in the fall (before October 25, 2016)"	
2015/06/09	5.3	<b>Alberta Culture Days</b> "That the EFCL ask the Minister of Culture to change the timing of Alberta Culture Days so that it coincides with the Federation's annual Community League Day."	Meeting Requested
2016/07/14	9.2	<b>NPDP Administration Report</b> C. Shannon to contact R. Jevne's office at Parks and Facilities Branch regarding a meeting and report back to D. Jakubec who will report back to the Board in this regard.	
2016/10/13	9.1	<b>Executive Director's Report—Malmo-Lansdowne District Change Request</b> With L. Smith retiring from the Board, D. Jakubec advised she would ask J. Booth to follow-up on the status of the Malmo-Lansdowne District change request.	
2016/11/10	5.3	<b>City of Edmonton Sandbox Program</b> "That the EFCL Board write to express the concerns community leagues regarding City Councils decision to remove the community sandbox program, and desire to work with the City to find an alternate solution(s) to maintain the program."	Letter Sent
2016/11/10	5.7	<b>Community League Formation</b> "That the EFCL Board of Directors discuss and determine if a policy should be drafted, with input from the City of Edmonton, on the process used to form a new community league." Action Item: R. Hoyle to forward the City's list of requirements to form a community league to D. Jakubec.	

<b>MEETING DATE</b>	<b>REF.</b>	<b>ITEM</b>	<b>STATUS</b>
2016/11/10	11.0	<p><b>District Updates</b></p> <p>T. Elliott reported that there is a new fundraising opportunity that some leagues are considering, whereby an energy company is offering community leagues rebates based on league households signing up. D. Jakubec mentioned that the non-profit organization Sponsor Energy out of Calgary does this as well.</p> <p>Action Item: T. Elliott to forward D. Jakubec the information.</p>	
2016/12/08	5.1	<p><b>Newton Business Plan, Rink Roof</b></p> <p>D. Jakubec to consult with the EFCL's City liaison (C. Shannon) regarding the management of the Rink Roof grant monies, and keep Newton Community League up-to-date.</p>	