



EDMONTON FEDERATION OF COMMUNITY LEAGUES

BOARD OF DIRECTORS

CHRISTMAS DINNER MEETING PACKAGE

DATE: Thursday, December 11, 2014

CHRISTMAS SOCIAL: 5:00 PM / MEETING 7:00 PM

LOCATION: Leefield Community League, 7910—36 Avenue

EFCL Board Planning Calendar December, 2014 And January, February, 2015

December

2014

- 04 Social Media Training Workshop—McLeod
- 11 EFCL Christmas Staff Dinner/Board Meeting
- 18 Board Retreat On Business Plan
- 25-31 Office Closed

January

2015

- 08 EFCL Board Meeting
- 12 Social Media Training Workshop—Riverdale
- 21 Social Media Training Workshop—Royal Gardens
- 28 EFCL Planning & Development Committee Meeting
- 28 Social Media Training Workshop—Lakewood

February

2015

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

**Edmonton Federation of Community Leagues
Board of Directors Christmas Dinner Meeting
Leefield Community League: 7910—36 Avenue**

Item 1.0

Thursday, December 11, 2014, Christmas Social 5:00 PM / Meeting 7:00 PM

AGENDA

- 1.0 Call To Order (7:00 PM)**
- 2.0 Agenda Review (pgs. 3-4)**
- 3.0 Urgent Matters / Presentations**
 - 3.1 Year In Review (pgs. 5-6)**
Masood Makarechian And Allan Bolstad
- 4.0 Approval of November 13th Board Meeting Minutes (Attached)**
- 5.0 Decision Items (7:15 PM)**
 - 5.1 Conference Expense Policy (pg. 7)**
 - 5.2 Winter City Conference Registration (pg. 8)**
 - 5.3 2014 Annual Report (pg. 9)**
 - 5.4 Membership Participation At League Board Meetings (pg. 10)**
- 6.0 Exemptions (7:30 PM)**
- 7.0 Board Reports**
- 8.0 EFCL Staff Reports**
 - 8.1 Monthly Financial Report (pg. 11)**
"That the EFCL Board receive the Financial Advisor's monthly financial report for information."
 - 8.2 City Budget Decisions (pg. 12)**
 - 8.3 The Meadows Community League Breaks New Ground (pg. 13)**
 - 8.4 Living Local Arts And Heritage Program Enhancement (pg. 14)**
 - 8.5 Board Development Director's Report (pgs. 15-16)**
"That the EFCL Board receive the Board Development Director's written report for information."
 - 8.6 Community Development Advisor's Report (pgs. 17-18)**
"That the EFCL Board receive the Community Development Advisor's written report for information."
 - 8.7 Community Planning Advisor's Report (pgs. 19-20)**
"That the EFCL Board receive the Community Planning Advisor's written report for information."
 - 8.8 Communications Director's Report (pgs. 21-22)**
"That the EFCL Board receive the Communications Director's written report for information."
 - 8.9 Marketing Director's Report (pg. 23)**
"That the EFCL Board receive the Marketing Director's written report for information."
- 9.0 News From The City Of Edmonton**
 - 9.1 Monthly Report (pgs. 24-25)**
"That the EFCL Board receive the written report for information."
Stephane Labonne, Office of Great Neighbourhoods, City of Edmonton

10.0 Correspondence

10.1 Letter From Canada Revenue Agency (pgs. 26-27)

10.2 EFCL Letter To SOCAN On Licensing Proposal (pg. 28)

11.0 Work In Progress (pg. 29)

12.0 Notice of Motion

13.0 Motion on Notice

14.0 District Updates/Feedback (8:30 PM)

- Verbal Presentations From Board Members

15.0 Private Matters (8:45 PM)

Item One—Meetings With City Councillors

Item Two

16.0 Next Meeting/Announcements

16.1 6:00 PM, Thursday, December 18, 2014, Board Retreat On Business Plan, EFCL Office—7103—105 Street

16.2 6:00 PM—Dinner, 7:00 PM Meeting, Thursday, January 08, 2015, EFCL Monthly Board Meeting, EFCL Office—7103—105 Street

17.0 Adjournment

9:00 p.m.

3.0 Urgent Matters/Presentations

MEETING DATE : December 11, 2014
AGENDA ITEM # : 3.1 – Year In Review
PREPARED BY: Allan Bolstad, Executive Director

Item 3.1

The EFCL can be pleased with the progress it made on a number of fronts in 2014.

In terms of accomplishments, completion of a strategic plan was a major piece of work that brought into focus some new directions and key challenges for our organization. A collaborative project with the City of Edmonton, the plan also strengthened our connections with the city on a number of levels, which will help us immeasurably going forward.

This project has also allowed the federation to take stock of where it is at. We now have a compilation of all of our many projects and programs and a format for determining priorities. We also see that it is time for the federation to rethink its management and governance practices if it wants to continue to grow, as the existing practices have reached their breaking point. This will spark some interesting conversations that should lead to some fundamental changes in the way the federation operates in the future.

In terms of events, 2014 was one of our best years ever. This was definitely the case for both our Leagues Alive Board Development conference, where our attendance figures set a new record and our Heritage Days exhibit, which was our best organized and most comprehensive yet.

In addition, our Community League Day promotion went very well once again, our attendance figures increased at our general meetings and our volunteer recognition event at Fort Edmonton Park was very well received.

Another significant achievement for the EFCL this year was the creation of a new website, which is attractive, easy to read and features a much simpler way for Edmontonians to purchase their community league membership.

The EFCL also made significant headway this year on its 100th Anniversary Project, with completion of the conceptual plan and attraction of a \$100,000 donation from the Heritage Festival Association, along with a \$15,000 grant from the Edmonton Heritage Council.

In a similar vein, the federation has never had as robust a list of corporate sponsors, which not only help fund our operations but provide valuable advice and support in the areas of financial services, insurance and law. New this year were agreements with sports equipment suppliers, a professional soccer team and Edmonton Northlands, which we intend to work in unison to raise our profile as well as increase our revenue.

Still with financial matters, we were successful in convincing the City of Edmonton to create a planning fund as part of the Community League Infrastructure Program, to help leagues that are working on major projects.

On the planning front we were able to influence city policy on a variety of issues, such as infill housing, social housing, complete streets and surplus school sites. We also played a key role in convincing the province to conduct a review of hours that volunteers must work at casinos, which is a major concern for our members.

Rounding out the list of positives are the many productive meetings we held with partner groups, the day-to-day assistance we provided to many of our members - and crisis intervention services to some – and the guidance we provided to members of public who wanted to know more about community leagues.

On top of all of that, we also slipped in a major office renovation, which gives us the opportunity to house two more staff members in the future.

Before concluding, I should also note that 2014 was a year of staff stability, which clearly helped us focus on the job at hand and the work we needed to do. This was in sharp contrast to the situation we faced in the fall of 2013, when four of our employees all left in September. The most difficult situation for the EFCL was having to make do without a communications officer for six months. It has taken awhile, but I think it is safe to say we have finally recovered from all of that.

5.0 Decision Items

MEETING DATE : December 11, 2014
AGENDA ITEM # : 5.1 – Conference Expense Policy
PREPARED BY: Allan Bolstad, Executive Director

Item 5.1

Recommendation:

That the EFCL adopt an expense policy whereby the federation will reimburse conference registration fees and accommodation expenses, but only cover transportation costs or mileage when the conference is in Alberta.

Report:

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

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

At first, few people took advantage of these opportunities, when the federation began budgeting funds for this purpose four or five years ago. However, this has changed in recent times, to where the organization spent about twice the \$3,000 it budgeted for conferences in 2014. Consequently, it is incumbent on the federation to adopt a policy that still encourages people to go to conferences but limits the cost.

With this in mind, it is suggested that the EFCL cover the registration, accommodation and travel costs of staff, board or planning committee members wanting to attend a conference in Alberta. If the conference is outside the province, the attendee would need to make their own travel arrangements.

The new policy will help the federation stay within its budget each year.

MEETING DATE : December 11, 2014

Item 5.2

AGENDA ITEM # : 5.2 – Winter City Conference Registration

PREPARED BY: Allan Bolstad, Executive Director

Recommendation:

That the EFCL cover the Winter Cities Shake Up conference registration fee for six EFCL board or community league representatives, on a first-come, first-serve basis.

Report:

The EFCL is one of the partners with City of Edmonton to organize and host the 2015 Winter Cities Shake-up International Conference, January 28-30, 2015.

This is an International Conference, designed to shake up preconceptions about how we plan, design, live, work, and play in winter cities.

Urban planners and designers, entrepreneurs and business people, artists, cultural and community organizers are all expected to attend, along with people who live in winter cities and want to take advantage of all winter has to offer.

There are a number of great presentations and tours.

The registration fee is \$335.75 per person. We have asked the conference coordinator to reduce the cost of registration for six community league representatives to \$100 each. The EFCL will cover the \$100 registration fee if this arrangement is confirmed.

We would like to see as many board members and league reps attend as possible. We will limit the subsidy to one person per league, on a first-come, first-serve basis.

MEETING DATE : December 11, 2014
AGENDA ITEM # : 5.3 – 2014 Annual Report
PREPARED BY: Allan Bolstad, Executive Director

Item 5.3

Recommendation:

That the 2014 Annual Report be presented to the membership at the Feb. 26 Winter General Meeting.

Report:

Normally our annual report is presented to the membership at our annual general meeting. However, now that we are having three general meetings each year (fall, winter and spring), our annual meeting is not held until late May. This presents a number of challenges, relative to the preparation and presentation of the annual report.

The first issue has to do with staff and directors preparing their 2014 reports in the April/May period of each year. By this time, people are having difficulty remembering what happened the previous year and are tempted to include developments that occurred in the first part of the current year, which is inappropriate if the report is to focus on the year that had past.

Sometimes directors and/or staff resign in the first few months of the year, prior to the annual meeting. This leaves us without anyone to write their portion of the annual report, as their replacement is not familiar with what transpired the previous year.

The third issue has to do with the timeliness of the report. When we produce a report in late May about the previous year its content is getting out of date and as such is of less use to the reader.

For all of these reasons, it is recommended that we prepare the 2014 report in the first part of this year and present it to the membership at our winter general meeting on Feb. 26.

Please note: If this is approved, staff and board members would need to have their reports complete by Friday, Feb. 1. We would like to have the document ready to go before we commence work on the Feb. 11 board meeting agenda and the Feb. 26 Winter General Meeting agenda package.

MEETING DATE : December 11, 2014

Item 5.4

AGENDA ITEM # : 5.4 – Membership Participation At League Board Meetings

PREPARED BY: Allan Bolstad, Executive Director

Recommendation:

That the issue of membership participation at league board meetings be explored at the EF-CL's winter general meeting.

Report:

It has come to the attention of the EFCL that community league practices vary widely when it comes to allowing and/or encouraging membership participation at board meetings.

At one end of the spectrum, some leagues welcome all members to every board meeting and allow them to make motions and vote on all matters.

At the other end of the spectrum are leagues that restrict attendance at board meetings to directors only.

In the middle are the leagues that allow members to attend, to listen or join the conversation, but not to make motions or vote.

Finding the right balance in this area is important, from both a governance and operational standpoint.

It is essential that leagues are managed responsibly, which means that the board of directors need to be able to maintain significant control of the operation. However, it is also important for the league to welcome and engage its members. Involving them in the regular board meetings is one key way to do it.

With this in mind, it is suggested that we launch this discussion at our next general meeting, by posing some questions to the members in a brief survey and giving them an opportunity to talk among themselves at each table. This practice proved to be quite effective at our fall general meeting, where we were able to explore a variety of topics and obtain some excellent feedback from the leagues.

We would use this feedback to develop some recommendations for the leagues to consider when they attempt to determine how to involve their members at regular board meetings.

8.0 EFCL STAFF REPORTS


MEETING DATE : December 11, 2014

Item 8.1

AGENDA ITEM # : 8.1 – Monthly Financial Report

PREPARED BY: Linda Crosby, Financial Advisor

EDMONTON FEDERATION OF COMMUNITY LEAGUES FINANCIAL REPORT SUMMARY										
Eleven Months Ending November 2014										
REVENUE	ONE MONTH			YEAR TO DATE			YEAR END			
	Budget	Actual	Var	Budget	Actual	Var	Budget	Proj.	Var	
Grants - Municipal - C of E	41,460	41,465	5	456,063	456,080	17	529,395	529,395	0	
Grants - Municipal - Bus.Plan	0	0	0	40,000	40,000	0	40,000	40,000	0	
Income	11,533	13,807	2,274	153,959	166,399	12,440	135,120	170,000	34,880	
Casino	4,005	2,610	-1,395	33,995	38,629	4,634	38,000	40,000	2,000	
Membership Campaign	0	150	150	24,000	22,223	-1,777	24,000	24,000	0	
TOTAL REVENUE	56,998	58,032	1,034	708,017	723,331	15,314	766,515	803,395	36,880	
Staff Resources	38,651	40,878	-2,227	462,849	471,228	-8,379	501,500	511,500	-10,000	
Contract Services	2,500	1,143	1,357	27,500	15,609	11,891	30,000	20,000	10,000	
Operations	7,100	7,903	-803	77,675	90,513	-12,838	84,275	95,000	-10,725	
Governance	1,075	3,714	-2,639	20,925	23,847	-2,922	22,000	25,000	-3,000	
C.L. Services - Other	16,800	8,713	8,087	55,940	44,417	11,523	55,740	55,740	0	
Membership Campaign	0	55	0	19,000	23,506	-4,506	19,000	23,500	-4,500	
Professional Fees	500	0	0	5,000	4,397	603	11,000	11,000	0	
Business Plan	0	0	0	40,000	40,000	0	40,000	40,000	0	
Recruitment	0	0	0	1,363	1,363	0	3,000	1,500	1,500	
TOTAL EXPENSES	66,626	62,406	3,775	710,252	714,880	-4,628	766,515	783,240	-16,725	
NET OPERATIONAL	-9,628	-4,374	4,809	-2,235	8,451	10,686	0	20,155	20,155	
CAPITAL purchases/										
Unrestricted Reserves 1/1/2014							173,708	173,708		
Staff Severance	0	0	0	10,000	10,000	0	10,000	10,000	0	
Computer Upgrades/Printer	0	0	0	680	680	0	7,000	680	6,320	
Northlands	0	0	0	7,887	7,887	0	9,000	7,887	1,113	
Office Furniture (Chairs)	0	0	0	1,250	1,250	0	3,000	1,250	1,750	
Office Upgrades	0	0	0	0	0	0	60,000	59,977	23	
Website Development	4,082	4,582	0	20,000	20,500	0	20,000	20,500	-500	
Business Plan	<u>0</u>	<u>0</u>	<u>0</u>	<u>39,486</u>	<u>39,486</u>	<u>0</u>	<u>40,000</u>	<u>39,486</u>	<u>514</u>	
TOTAL CAPITAL	4,082	4,582	0	79,303	79,803	0	149,000	139,780	9,220	
Surplus/(Deficit)							24,708	-119,625	164,488	
							VARIANCE			
REVENUE							YTD	PYE		
Grants >	City of Edmonton slight variance						17		0	
Income >	Interest & Newsletter advertising under, Sponsorships ove						-6,360		16080	
Income >	Municipal Climate Change Action Centre grant						8,800		8800	
Income >	Alberta Real Estate Foundation Social Media grant						10,000		10000	
Casino >	Timing variance						4,634		2000	
Membership Campaign >	Invoiced less than budgeted						-1,777		0	
							15314		36880	
EXPENSES										
Staff Resources >	Underspent in Staff Training, Contract Services						3,512		0	
Operations >	Website license expensed, Social Media contract						-12,838		-10725	
Governance >	Overspent in Conferences						-2,922		-3000	
C.L. Services >	Leagues Alive expenses not in yet						11,523		0	
C.L. Services >	Membership Campaign overspent in Skate Tags & Broch						-4,506		-4,500	
Recruitment >	Underspent overall						0		1,500	
Professional Fees >	On track overall						603		0	
							4628		-16725	



Allan Bolstad, Executive Director

Date _____

MEETING DATE : December 11, 2014
AGENDA ITEM # : 8.2 – City Budget Decisions
PREPARED BY: Allan Bolstad, Executive Director

Item 8.2

As noted in Amanda Henry's board development report, Masood, Amanda and I presented the EFCL's budget requests to city council on Dec. 4. Gavin and Elaine were also in attendance.

We began with a fairly extensive review of the EFCL's operation, which was summarized in a 20-slide power point presentation. We did this to ensure that councilors were familiar with the work we do, which we believe is very cost effective. We also wanted to let them know how our strategic planning exercise turned out, which the city helped finance and resource with staff members.

We wrapped our presentation with a brief recap of the four funding requests we had before council. They were, in order of priority: development of a growth plan; enhancement of league civic engagement practices; creation of a plan for a healthy, well designed neighborhood; and completion of the environmental review for our 100th Anniversary Project in Hawrelak Park.

Members of city council peppered us with a long list of questions, which gave us ample opportunity to elaborate on the progress we have made in recent years, as well as the ongoing challenges we face.

On Friday, Dec. 5, we were able to determine that two of our four budget requests have been moved by members of council.

The first was our Growth Strategy, where we asked for \$40,000. The second was our League Civic Engagement Project, where we asked for \$100,000. Both of the motions were moved by Councillor Bryan Anderson and seconded by Councillor Mike Nickel.

What this means is that both of these items will be debated by council later this week. So we are in the running, at least, with these two.

It is still possible that one or both of our other requests are moved (Vision for a Healthy, Well-Designed Neighborhood and 100th Anniversary Project environmental review), but that is unlikely, as no one seized the opportunity on Friday when it presented itself.

The EFCL will need to know how its budget requests turn out before finalizing its 2015 budget, which we want to have ready for the January board meeting.

MEETING DATE : December 11, 2014

Item 8.3

AGENDA ITEM # : 8.3 – The Meadows Community League Breaks New Ground

PREPARED BY: Allan Bolstad, Executive Director

The Meadows Community League broke new ground on Dec. 6 when it became the first community league in Edmonton to base its operations out of a city recreation centre.

The Meadows has both an office and program space, which it controls, in the new Meadows Community Recreation Centre in southeast Edmonton.

Given the possibility of other leagues following suit, it would be in the interest of the EFCL to monitor this situation and determine whether or not it makes sense for other leagues to do the same.

At first glance, there appear to be some obvious benefits. Perhaps the most significant is that the league space is in the same building as a number of other significant attractions, including two rinks, four swimming pools, a library and a large gymnasium. All of these will draw large numbers of people to the complex and can be used to help facilitate league activities.

The league has a small office and a program room, which is capable of seating 40-50 people. The league will hold its meetings and some of its programs and events in this area. It will also be able to rent this space to other organizations, at rates that are approved by the city.

A couple of larger rooms are available nearby on a rental basis.

Another obvious benefit is that the development of this space has spared the league the task of constructing and managing its own building. This is a daunting task for most leagues these days, given the cost associated with developing a new facility and the availability of volunteers to maintain it.

However, it should be noted that the Meadows Community League, which is now 30 years old, spent ten years in discussions with the city over the new space, while the recreation centre was being planned and eventually constructed. In addition, there are no spots available in the building for other leagues, if any express an interest, and it remains to be seen what might happen if the Meadows ever decides to split into two or more leagues. The Meadows Community League currently represents an area that is equivalent in size to four community leagues in nearby Mill Woods.

Finally, the location of the recreation centre, relative to the surrounding neighborhood, is such that it is quite difficult to walk to, particularly in the busy winter season. Consequently, there will be times when children, seniors and anyone else who doesn't drive will find it very inconvenient.

All of these issues and others can be reviewed when the city updates its 10-year Recreation Facility Master Plan, which is due to expire in 2015.

MEETING DATE : December 11, 2014

Item 8.4

AGENDA ITEM # : 8.4 – Living Local Arts And Heritage Program Enhancement

PREPARED BY: Allan Bolstad, Executive Director

In response to some suggestions made by a consultant, the EFCL and its two co-partners – the Edmonton Arts Council and the Edmonton Heritage Council – have decided to adjust the manner in which their Living Local Arts and Heritage Program grants are awarded.

Beginning in 2015, the maximum grant per project will be \$30,000, as opposed to \$20,000. Applicants will also be given up to two years to complete the project, which compares to the one year time frame that is currently in place.

In order to qualify for a \$30,000 grant, the sponsoring community league must contribute \$15,000, which is a 50% increase was the previous \$10,000 requirement. In addition, the applicant must demonstrate significant community engagement in designing and producing the product, as well as communicating and acknowledging its completion in the end.

These changes were made in response to the recommendations contained in a review that was conducted by local consultant Tim Berrett. One of the chief concerns he heard was that the program dollar and time limits were sometimes too constrictive.

It should also be noted that the program budget is sitting with a surplus of \$30,000, after its first three years of operation. It is hoped that these rule changes will spark additional applications.

The majority of funding for this program comes from the Edmonton Arts Council, which kicks in \$75,000 each year. The EFCL contributes \$5,000 and the Edmonton Heritage Council manages the program. All three organizations do their best to promote it.

The EFCL intends to announce the rule changes at its winter general meeting.

MEETING DATE : December 11, 2014

Item 8.5

AGENDA ITEM # : 8.5 – Board Development Director’s Report

PREPARED BY: Amanda Henry, Assistant Director/Board Development

1. Leagues Alive Recap

A full report isn’t available yet, but the short story is that Leagues Alive was quite the success this year. Over 100 league representatives joined us for the day, most members of City Council came for lunch, the food was good, and overall the feedback on the day was very positive. A more thorough report will be forthcoming.

Thank you very much to the board for pitching in to make the day such a success, and to the EFCL staff who were all tremendous in making this conference happen. And, last but not least, thanks to our lovely volunteers, pictured here.



2. Community League Social Media Training Program

Registration is open for our free Community League Social Media Training Workshop. The same workshop will be offered at several locations throughout the city in December, and January.

These workshops are open to community league volunteers as well as EFCL staff and volunteers. Information on the location, times and dates of the workshops we are offering can be found here: <http://efcl.org/seminarsworkshops/efcl-sponsored/>

Our first workshop was held on December 4, 2014 at the McLeod Community League Hall with 11 volunteers in attendance – the perfect class size. Our next session is scheduled for January 12. EFCL Board members are more than welcome to join us for these training opportunities.

3. EFCL Budget Presentation to City Hall

I helped Masood and Allan present our operating budget to city council on Dec. 4. Gavin and Elaine were in attendance as well. We began by giving council an overview of our programs and services and finished up with requests for funding on four initiatives that were approved by the board last July. We anticipate council's decision on each of these items on Dec. 11 or 12.

4. Progress Report on Recent Activities

The vast majority of my time in November was taken up getting ready for Leagues Alive, though I did still field several questions from community league volunteers and CRCs.

EPS is updating the Community League Hall Rental guide to become a Community Organizations Facility Rental Guide. I reviewed a draft copy and provided feedback to EPS. Overall, there are few changes to the substantive content of the guide except for the removal of a sample rental guide template, which we normally provide to our volunteers.

I have also started work reorganizing and uploading EFCL's electronic board development resources to the new website. Barb is a great help to me on this.

MEETING DATE : December 11, 2014

Item 8.6

AGENDA ITEM # : 8.6 – Community Development Advisor’s Report

PREPARED BY: Habib Fatmi, Community Development Advisor

1. TRAFFIC SAFETY

Traffic Safety Strategy

The Office of Traffic Safety shared the presentation it gave to City Council on Traffic Safety recently.

Some of the facts:

- Edmonton was tops in Canada, in terms of injuries per 1000 people in 2006, at 11.1%. This dropped in 2012 down to 5.3%, but we were still second highest in Canada, behind Toronto.
- The average number of persons who are injured on our roads every month is 344 – the equivalent of 10 ETS busloads of passengers.
- 509 Speed related complaints in 2014
- After using an electronic speed monitoring sign, where motorists are shown the speed they are travelling, the incidence of speeding came down quite dramatically. In one case, compliance with the speed increased from 8.28% is gone up to 62.11%.

An integrated approach that includes proactive road safety engineering

- Increased educational initiatives
- Efficient and effective preventive enforcement
- Two way public engagement
- Rigorous evidence based evaluation

Some new equipment is being purchased to install at high violation roads and intersections??????

School Zones

School Zones were introduced in September 2014 and no tickets were issued but warnings were given to the violators. Also educational messages were placed on TV and radio and flyers were sent to schools. Starting November 2014, enforcement of the speed limit in school zones started. The Office of Traffic Safety will be using social media to send the message to Edmontonians.

2. SPORTS FIELD USERS

We were told that eight new public and eight 8 Catholic schools will be opened in Edmonton by 2016. Most of the schools will be on the outskirts of the city and will provide citizens with additional sports fields.

The Sports Field Users Committee is working on revising the Allocation Priorities, Policies, Standard of Play-Artificial Turf users and Tournament Priorities.

3. GYMNASIUM USERS

Gym Updates

- The Meadows Rec Centre Soft Opening was Nov. 27 and the Grand Opening is set for Dec. 6.
- Clareview Rec Centre Soft opening was Dec. 1, 2014 and the Grand opening is set for Jan. 16.

Space Sharing with Community Leagues

It was noted that some of the community leagues have gyms or halls that can be used as gyms. If the info is available on a website for booking that would be great resource and could be utilized by leagues and other groups. We would need to use standard forms and show the available times.

Joint Use

The committee decided to establish a Spot Check team and a check list to make sure the contractual and safety requirements are followed when gyms are used by clubs or associations.

4. AQUATIC USERS

It was determined that 75% of the members of aquatic groups should be Edmonton residents in order for them to book City of Edmonton facilities. The groups need to provide a list of members to the city, noting the residence of each of their members.

5. 2015 WINTER CITIES SHAKE-UP

In total, 23 submissions were received through the Call for Presentations. All submissions will be included in the program, if deemed appropriate.

The City of Edmonton has planned a Shake-Up Festival and Market on Friday, January 30th, 2015. This event will be open to the public and will include a winter market with approximately 30 vendors and roving entertainment in Churchill Square, from 12 – 8pm.

Boyle Street Community League Field Trip

Tentative Program

- Delegates will arrive at the BSCL around 11:15am and will depart around 2:00pm.
- There will be an outdoor skating rink – BSCL will provide skates as well as hot chocolate.
- Details of the session still need to be determined, but there will be 3 speakers:
 - Thim Choy
 - Jay Walljasper
 - Howard Lawrence

The conference will be providing a bagged lunch for the participants; this will be brought to the BSCL ahead of time and set up (location TBD).

MEETING DATE : December 11, 2014

Item 8.7

AGENDA ITEM # : 8.7 – Community Planning Advisor’s Report

PREPARED BY: Bev Zubot, Community Planning Advisors

1. Work Plan of the EFCL Planning and Development Committee

A special session is being planned by the Committee for early January, 2015. We will develop some high level goals for the Committee, review and revise our Planning and Development Committee Principles, and given our known resources for 2015 and beyond, review the relevant sections of the EFCL Business Plan and set priorities.

2. Infill Roadmap Actions -Good Neighbour Construction Guide:

The EFCL Planning Advisor was invited to join the Construction Issues Advisory Committee which is led by Capital City Cleanup. It was created in 2014 and it is comprised of city staff from community standards and fire safety as well as representatives from the development and construction industry. They have recently added one new neighbourhood resident representative and an EFCL representative to the committee. The Committee meets quarterly.

At the recent meeting the Committee was astounded by the report EFCL provided on the types of construction issues faced by neighbours in infill situations. They agreed that better reporting and enforcement is needed. I informed the Committee that I was hoping that the Good Neighbour Construction Guide would address some of the educational elements needed. Surprisingly they were unaware that Sustainable Development was going to be creating a Guide, and they were unaware of the Infill Roadmap recommendations. It was decided that the Construction Issues Advisory Committee would work with Sustainable Development to create the Good Neighbour Construction Guide.

In the meantime, EFCL will alert leagues to the important role they can play in monitoring construction. Leagues will be advised that the city does building code checks but the city does not monitor compliance with building permit regulations (size and height of buildings, setbacks etc.), thus it is important for leagues and neighbours to do the monitoring and place inquiries into 311. Nor is the city able to monitor construction sites for litter, curb crossings without permit, boulevard tree damage, noise after hours, use of neighbor electricity without permission, blocking of hydrants and many other issues that arise due to construction. The city relies on citizens to complain – no ongoing monitoring is done by the city.

3. Updates on Zoning Bylaw Proposals

Height and Grade: The Planning Committee reviewed the recent draft proposal of Height and Grade amendments which are to be considered at two different public hearings in January and February. In our written response to Sustainable Development, we advised them to have public consultations prior to the hearings, and postpone the hearings if necessary. We pointed out a number of regulations which could be a major concern to leagues and citizens at large. The EFCL notified leagues on its E-News of the Public Hearing dates, gave them a summary of some of the major changes being proposed and advised them to give their feedback to the city as soon as possible.

Multi-Building Projects: Late November the Planning Committee provided verbal and written feedback on the numerous proposed changes to the row-housing zones and low-density housing project regulations. We advised Sustainable Development to consult leagues and the public before going to a public hearing. We highlighted for them the most contentious amendments and we suggested alternatives. The proposal is not ready yet for a public hearing thus there is time to do a proper consultation. A December 2nd EFCL e-news article describes some of the major amendments and encourages leagues to contact Sustainable Development with their feedback.

4. Review of Neighbourhood Renewal Community Engagement Process

Great Neighbourhoods has distributed the findings from their conversations with leagues about the past engagement process. The next stage will be for leagues and city staff to work together to shape the process.

5. Winter City Strategy

Elaine Solez participated in the final Winter City Design Guidelines workshop in late November. The draft Guidelines will be discussed at the Winter Cities Shake Up Conference, January 28-30, 2015.

MEETING DATE : December 11, 2014
AGENDA ITEM # : 8.8 – Communications Director’s Report
PREPARED BY: Barb Martowski, Communications Director

Item 8.8

As we head into these final days of 2014, I can confidently say we are ending the year on a high note in terms of improved communications. Our number of readers/viewers is climbing overall and our engagement with those who connect with us has improved tremendously. In other words, more and more people are “talking to” the EFCL.

The plans we created for the EFCL’s social media platforms are on target and in some cases, providing us with unexpected, but very positive returns. Now that the league social media training sessions have begun, I anticipate even stronger growth and engagement in these two areas.

After attending the first session, I am very encouraged by the league response to the changing times and the need to update their communications to include social media. Although the initial money for the training sessions came from an outside source, it is a vital support tool to our leagues and one I hope we can grow and improve upon.

Monthly Analytics (Readership Numbers)

Facebook:

As of Dec. 4, our total page “likes” has grown to 1,480 - up by 171 new followers since my last report. That’s a healthy increase by any measure. Our reach and engagement numbers also continue to improve each week. As mentioned before, statistical data for facebook is curated by the week. Our latest numbers show we are up 189.7% in people reached from our previous week. In short, people like what we post and this is backed up by our post clicks – someone reading our post without “liking, commenting or sharing” the post. Facebook’s algorithms are pretty cool for determining how many people are reading your page.

Twitter:

We’ve gained 216 new followers, bringing our total to 4,258 as of Dec. 4. That’s roughly 135% higher than what I noted in my last report. Our conversations on twitter are also increasing. People are now contacting us via twitter with inquiries. Sometimes, they are contacting us directly or we’ve been included in some else’s tweet as a possible source of information. If it’s not a question, it’s a comment on something we’ve posted.

What we post is being shared more, which means the EFCL, and ultimately the leagues, are getting in front of more eyes. And now that we have gained this growth in engagement, we will be subtly slipping in more messaging on buying memberships online and volunteering with communities and with the EFCL. Direct “sales” pitches do not work on twitter, so we’ll get more creative in 2015.

Website:

Our new site went live on Oct. 13 and our analytics for our first 4-week period was definitely not what I expected. It surpassed my expectation 100 fold.

Here are the numbers:

	<u>New site</u>	<u>Old site</u>
People visiting :	6,098 people	590 people
Time on Site:	3 minutes & 35 seconds	2 minutes & 10 seconds
# of pages viewed per visit:	4	2
Bounce rate:	44%	60.51%

While the numbers appear to be leveling off, they continue to stay on an even keel. As we continue to populate the website with current content and finish moving over support tools from the old site, I am confident the amount of time people spend on our site will continue to improve. Having the leagues responsible for their own areas is being well-received, but there will need to be continued encouragement from the EFCL. The key thing is we need leagues to understand about the site is that it is one more avenue of promotion and service for them, and their positive participation is integral to the overall success.

Bi-weekly ENews:

In what looks to be a slight blip, our Dec 2 issue of E-News saw a drop in our opens – people who actually read the articles. In September, we had a readership of 36%, this latest issue was only 30.3%. While we continue to be read by about 600 of our existing 1,821 subscribers and are doing well against the industry norm, I am concerned that we haven't made any substantial gains with this product.

We had another three people unsubscribe and ten bounces with this issue. The bounce rate (higher than normal) could be put down to the season and people being too busy, but when it's coupled with unsubscribers and no new subscribers, I start getting concerned.

We have been consistent with our publication strategies – the release dates, timing of when it's sent and with ensuring that the content we put in is relevant and timely. It's not all doom and gloom, but this is something I feel we (the communications committee) will need to visit in the new year. It could be something as simple as more promotion.

MEETING DATE : December 11, 2014
AGENDA ITEM # : 8.9 – Marketing Director’s Report
PREPARED BY: Nora Begoray, Marketing Director

Item 8.9

1. 100th Anniversary Project

Good news - EFCL has been recommended for our full grant request of \$15,000 from Edmonton Heritage Council (EHC) grant review jury. This grant will be used to hire someone to help our 100 Story Committee gather and select the historical elements to best showcase our rich history and “tell” our story *through* our project. EHC will notify us after their award recommendation has been considered by their board and city council.

We are still waiting to hear from the Province about our CIP application for additional funds toward this task. We do not expect to hear from them until year end, at the earliest.

On November 24th Allan and Nora presented an update to City Council on our progress. We advised them of the following:

- The Site Location Study has been completed and forwarded to COE
- We request that City Council deems project as necessary
- The Environmental Screening Report is in progress and expected to be done by December 31st, 2014
- Urban Systems will commence detailed design shortly, in conjunction with Lafarge, and hopes to have that finished by April or May 2015
- Given the time required to finish detail design, coordinate our work with Lafarge and secure more funds, we believe that the earliest construction will start is the fall of 2015 and more likely the spring of 2016.

There were no questions about our project from members of city council, which we took to be very positive. The project is still fully funded in the 2015-2018 City Capital Budget.

On December 5, Lindsay Smith, Matt Sloan (from Urban Systems) met with Bruce Willmen, Lafarge’s new vice-president and general manager for Western Canada, along with four other key staff members from Lafarge. We described the project to them, as four of them are new to it, and sorted out our next steps. Lafarge remains very interested in this development and wants to see what we can do to increase its public profile.

This month I intend to finalize our application to the federal government.

2. Marketing

I am busy finishing up loose ends from Leagues Alive (debriefing with sponsors, doing post event thank you/recognition and following up with “Memory Moments” for our 100th Anniversary Project contest winner: See... [Memory Moments](#). **Congratulations to Shireen Mears from Knottwood for her winning Memory Moment!** *“I remember growing up in Avonmore and skating down the street to the rink. Mr. Smith set and maintained the ice rink and a learners skating area. I learned to skate there and remember it being magical – the snow coming down, the music on and the flood lights shining.”*

I am also working on season greetings relationship messages, preparing annual review documentation for corporate sponsors and promotional documents to solicit new corporate sponsors (FC Edmonton and Boston Pizza are potentials)

December and January will also be budgeting and planning months.

9.0 NEWS FROM THE CITY

MEETING DATE : December 11, 2014
AGENDA ITEM # : 9.1 – News From The City Of Edmonton
PREPARED BY: Stephane Labonne, City of Edmonton

Item 9.1



EFCL Board Meeting, December 11, 2014 News from the City of Edmonton

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

Join the Insight Community to Provide Feedback to the City of Edmonton!

The Edmonton Insight Community is an online community of diverse Edmontonians who have signed up to give feedback to the City of Edmonton. The Community provides important insight on City policies, initiatives and community issues. Members of the community participate at their convenience and on the topics they care about.

Why Join?

Edmontonians have valuable knowledge about their communities and important perspectives on their City. By joining the Edmonton Insight Community, you can share this knowledge easily from your smartphone, tablet or computer.

As part of the Edmonton Insight Community, you can:

- Play a part in building your city with other engaged citizens
- Provide your views on important topics via the web or your mobile device
- Focus on topics that are important to you and your community
- Learn about exciting initiatives that are being planned by the City
- See the results of surveys before the wider community
- Engage with the City of Edmonton regularly over a multi-year period

We invite community members to complete surveys on a wide range of topics at least once a month. Some surveys have questions on one project, while other surveys have questions on multiple topics. Edmontonians can join the Insight Community at edmonton.ca/insightcommunity.

Walkable Edmonton Becomes Walk Edmonton

Watch for our new brand combining Walkable Edmonton and wayfinding to become Walk Edmonton. Changes to our website and to new and re-printed walking maps will be coming soon.

Walk Edmonton is now on also Twitter: twitter.com/WalkEdmonton.

Upcoming Events

Walk Edmonton is hosting a presentation by Gil Penalosa of 8-80 Cities: "Walkable, Great Winter Cities! Be Inspired!

January 28, 2015, 7:30 pm

Art Gallery of Alberta

Register for free through [EventBrite](#).

The annual Winter Walk Day event takes place at City Hall on February 5, 2015.

THE WAY WE GREEN: Supports the 10-year Goal - <i>Preserve and Sustain Edmonton's Environment</i>

Create and Nominate a Wonderful Winterscape in Your Front Yard

Why not create a beautiful winter front yard? Celebrate our wonderful season outdoors by creating a winterscape in the front of your residence, community hall, school, or workplace. Use snow, ice, and plant materials to build snow sculptures, create winter scenes and more. Add lights, colour, tree ornaments and wildlife-friendly features. Your imagination is the limit.

Winterscaping is a fun, family-friendly, activity. It can be included as part of your community league or group's next winter festival or event. Leagues interested in receiving a community league winterscaping information package can email front.yards@edmonton.ca.

For leagues hosting winter events, there are now two trial Snow Play kits available for lending (one in Northwest District and one in Southwest District).

Nominate your own or someone else's winterscape in one of three categories that include Winter Yard, Winter Art, and Winter Play. Nominators will be entered into a Weekly Prize Draw for a chance to win some cool prizes.

Take photos of your favourite winterscapes and submit them online at edmonton.ca/winterscapes, **Jan 12 – Feb 22, 2015**. In-person nominations will also be accepted at three Edmonton Public Library branches.

Visit our website for full program and contest details, including winterscape ideas and suggestions, and the photo gallery edmonton.ca/winterscapes. If you have questions email front.yards@edmonton.ca.

10.0 CORRESPONDENCE

Item 10.1

MEETING DATE : December 11, 2014
AGENDA ITEM # : 10.1 – Letter From Canada Revenue Agency
PREPARED BY: Kimberly Barnett, Canada Revenue Agency



Canada Revenue
Agency

Agence du revenu
du Canada

RECEIVED NOV 12 2014

Masood Makarechian
President
Edmonton Federation of Community Leagues
7103-105 Street
Edmonton AB T6E 4G8

Our file number
GC - 199499

OCT 31 2014

Dear Masood Makarechian:

Subject: Municipality – issuance of official donation receipts

Thank you for your correspondence, which we received May 5, 2014, concerning the arrangement between the city of Edmonton (the Municipality) and the Community Associations. We apologize for the delay in responding.

Under the *Income Tax Act*, a Canadian municipality may issue an official donation receipt for gifts it receives. The Act does not regulate the spending of donated funds by municipalities but a municipality must re-direct those funds to an entity or project that is under its control.

Therefore, the Municipality may issue official donation receipts for donations made to it for projects that are erected on parkland owned by the Municipality.

To maintain their qualified donee status, we remind you that municipalities must keep adequate books and records containing:

- information to allow the Canada Revenue Agency (CRA) to verify revenues for which donors can claim tax credits or deductions;
- information to allow the CRA to confirm that they meet the requirements for qualified donee status under the Act; and
- a duplicate of each official donation receipt containing prescribed information for each donation received.

Books and records include, but are not limited to:

- financial statements; and
- source documents such as cancelled cheques and bank deposit slips.

1 of 2

Canada

R350 E (06)

For more information about maintaining proper books and records, including the types of records that should be kept, retention periods, and electronic records, please see Guide RC4409, *Keeping Records*, on our website.

Please do not hesitate to contact us at 1-800-267-2384 if you wish to discuss this matter further. You can also write to us at the Client Service Section, Charities Directorate, Canada Revenue Agency, Ottawa ON K1A 0L5.

To receive the latest notices from the Charities Directorate and the annual reminder to file Form T3010, *Registered Charity Information Return*, please provide us with the charity's current email address at your earliest convenience.

To learn more about guidelines and policies for charities, please visit our website at www.cra.gc.ca/charities.

Yours sincerely,



Kimberly Barnett
Program Analyst
Client Service Section
Charities Directorate

MEETING DATE : December 11, 2014
AGENDA ITEM # : 10.2 – EFCL Letter To SOCAN On Licensing Proposal
PREPARED BY: Allan Bolstad, Executive Director

Item 10.2



Leslie Craig,
Director, Licensing Operations
SOCAN

Nov. 27, 2014

Dear Leslie,

Thank you very much for your note and the offer to enter into a license agreement with the EFCL, on behalf of its member community leagues.

I have presented the written offer to our board as well our negotiating committee. I also relayed the key points contained in your offer in a verbal report to our leagues at a general meeting on Oct. 28.

The following is a summation of the response I have received.

- 1) Our members very much appreciate the reference in Section 1 b) that states they will not be required to submit an annual report on the revenues they earn at hall events where music is played. Most of the league facilities are managed by volunteers, who are not normally in attendance at these events and as such find the tracking and tabulation of these revenues to be quite onerous and not something they are prepared to do.
- 2) Our members do not want their personal contact information passed along to SOCAN or anyone else. The information they are prepared to share can be found on their community league website. The approach taken by each community league varies quite a bit on this front, as some of them list e-mail and/or phone numbers for key executive members, while others simply list a general e-mail address or the hall phone number.
- 3) Under this agreement, the EFCL does not see how it could cover the cost it incurs attempting to collect this tariff on behalf of SOCAN. We are not talking about a reduced tariff, which you have stated you cannot do. We are seeking compensation for the staff time that would be involved, as well as the cost of covering the fees from leagues that do not pay us. We realize the latter could be fairly substantial, given how many of our members feel about this fee.
- 4) We would only be covering the cost of the tariff for our leagues that have halls, which we believe is 126, not our entire membership of 157 community leagues.

In summary, it seems to us that if we can make some headway on the financial terms of this agreement, we may still be able to reach a deal here.

Thanks again for taking the time to prepare the offer and for considering our response.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Allan Bolstad".

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

11.0 WORK IN PROGRESS

MEETING DATE : December 11, 2014
AGENDA ITEM # : 11.1 – EFCL Work in Progress
PREPARED BY: Allan Bolstad, Executive Director

Item 11.1

MEETING DATE	REF.	ITEM	STATUS
2012/04/12	5.3	Reporting Form For EFCL Representatives "A reporting form is to be created to be provided to anyone representing the EFCL in any capacity on external Committees or Sub-Committees, to report back to the EFCL a minimum of at least once annually."	Ongoing
2013/02/14	5.3	Leagues Without Halls "1. That the EFCL survey all of the leagues without halls to determine what they are doing to meet their space needs and whether or not the EFCL can be of assistance. 2. That the EFCL hold a meeting with the leagues without halls to discuss this situation and determine what role the EFCL might play."	Ongoing
2013/10/10	5.6	Meeting with Edmonton MPs That the Edmonton Federation of Community Leagues host a meeting with the Edmonton Members of Parliament to discuss key items of interest.	
2014/03/13	5.2	Establishment of 100th Anniversary Project Legacy Fund "That the EFCL create a 100 th Anniversary Project Legacy Fund at the Edmonton Community Foundation."	Ongoing
2014/09/11	7.2	Monthly Financial Report Add "Review of Board Member Conference Fees Budget" to a future Board meeting agenda.	December 11/14
2014/10/09	5.3	Community League Day Event Strategy That the EFCL develop a strategy to encourage leagues to hold a fall event on Community League Day	Ongoing
		Meeting With Area Councils That the EFCL Board hold a meeting with the Area Councils early in 2015	