



Date: September 14, 2023

Approved Minutes EFCL Annual General Meeting

Held at Jerry Forbes Community Centre for Community Spirit 12122 68 Street on June 13, 2023
Dinner, time for connection and tours, 5:00 - 6:25 p.m; Meeting 6:30 - 9:00 pm

Voting Representatives of Community League Members in Attendance

District A

Athlone, Damaris Hoehne
Baturyn, Tricia Stettner
Big Lake District, Trevor Eliot
Griesbach, Jonathan Muckle
Kensington, Karen Belitsky
Wellington, Rod Hunter

District B

Belvedere, Alana Prokiw
Delwood, Carol Bishop
Kilkenny, Amanda Donald
Killarney, Deb Hamer
Londonderry, Dwight Hunter
Londonderry, Tanya Fedora
Rosslyn, Greg Hilker
Steele Heights, Rebecca Gillis

District C

Hairsine, Les Barker
S. Clareview, Nicole Wetsch

District D

Aldergrove, Jonathan Woelber
Belmeed, Marnie Pellett
Thu Parmer, Cameron Heights
La Perle, Tiffany Conrad
Lewis Estate, Kelly Cromwell
Rio Terrace, Andrew Olsen

McQueen, Ken Eerkes
Parkview, Sarah Hirst

District F

Inglewood, Daryl Niedermayer
McCauley, Rickard Enstroem
Oliver, Larry MacDonald
Prince Charles, Paul Boleska
Prince Charles, Cindy Schriber

District G

Alberta Avenue, Valda Roberts
Bellevue, Fraser Hayes
Beverly Heights, Tracey Hirtle
Delton, Janet Henderson
Montrose, Scott Griffin
Newton, Rak Prasad

District H

Oak Hills, Robert Agostinis
Riverbend, Miep Raedschelder
Terwillegar, Ryan Barber
The Ridge, Jim Bradshaw

District I

Allendale, Mayja Embleton
Argyll, Dave Trautman
Belgravia, Michael Cohen
Malmo, Trent Charles

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org





Date: September 14, 2023

Rosenthal, Paul Andrews

District E

Canora, Anthony Lovell
Crestwood, Cheryl Lorincz
High Park, Janice Gargas
Lynnwood, Jocelyn Bamford

District K

Blackmud Creek, Jill Gurela
Blue Quill, Bernard Llanos
Heritage Point, Leanne Coombs
Royal Gardens, Chase Gingles

General / Non-voting Community League Members

District A

Kensington, Gilles Losier
Kensington, Shelley Tupper
Wellington Park, Brenda Kennedy
Carlisle, Krysta Hennigar

District B

Roslyn, Lynn Bloomaert
Steele Heights, Robin White
Killarney, Darcy Budinski

District C

South Clareview, Allison Lilly

District D

Lewis Estate, Lindsay Smith

District E

Crestwood, Philip Hestvik
Lynnwood, Morgan Bamford
Parkview, Remi Michaud

District F

Central McDougall, Daniel Arial
Inglewood, Chad Ohman
McCauley, Corine Demas

Ritchie, Nicole Ritchie

District J

Avonmore, Connor Morstad
Ottewell, Sandra Lecuyer
Jean Losty Halko

District L

Burnewood, Kristie Kuefler
Ellerslie, Christine Lim
Southwood, Kelly Cunningham
Woodvale, Jackie Travis

Parkdale, Karen Mykietka
Westwood, Matthew Goebel
Montrose, Todd Segin

District H

Oak Hills, Mike Boychuk
Riverbend, Nancy Wendt

District I

Allendale, Lindsay McConnel
Allendale, Anthony Owolabi
Malmö, Muhammed Elezzabi
Malmö, Lisa Kennedy
Malmö, Najeeb Khawaja
Malmö, Stephanie Le
Ritchie, Gary Ritchie
Ritchie, Yetayale Tekle

District J

Capilano, Marzena Mckengie
Cloverdale, Reg Koentz
Forest Heights, Sonya McQueen





Date: September 14, 2023

Oliver, Kelly-Dawn Clarahan
Prince Rupert, Anna Vrbanc-McRae
Westmount, David Berry

District G

Beverly Heights, Riplea Matheson

Guests

Andrew Knack, City Councillor, Ward Nakota Isga
Richards & Farmer LLP
Erin Rutherford, City Councillor, Ward Anirniq
Keren Tang, City Councillor, Ward Karhiio
Jo-Anne Wright, City Councillor, Ward Sspomitapi
Allan Humnra, COE
Susanne Pearce, Homesteader Community
Wanita Quaia, NFP
Chris Auton, COE

EFCL Board

Jenn Parsonage, President, (District L)
Jon Morgan, VP External, (District K)
Giselle General, VP Internal, (District E)
Anita Lunden, Treasurer, (District J)
Kemoh Mansaray, (District A)

EFCL Staff / Friends and Neighbours

Laura Cunningham-Shpeley
Sandra Johnston
Michael Barnard
Will Cebuliak
Darlene Dudley
Shaun Good
Darine Moukhaiber-Krysko
Kim Tanasichuk

Marjorie Stefanyk (Minutes)

Fulton Place, Miles Berry
Ottewell, Corinne Olsen

District L

Burnewood, Zobeeda Adheen
Burnewood, Langis Bernier
Burnewood, Shafeek Ali

Jenna Chamberlain, Reynolds Mirth

Lorne Dach, MLA Edmonton McClung
Sharif Haji, MLA Edmonton Decore
Raheela Usman, Servus
Carla Johnson, COE
Wade Jaques, Communal
Angel Raina, COE
Erik Estrada- AB Ave BIA

Steven Gaudet, (District C)
Thu Parmar, (District D)
Morgan Wolf, (District G)
Bert Richards, (District H)
Lesli Olsen, (District I)

Jennie Gurnett
Priya Harinath
Colin Johnson
Qaisar Khan
Jonathan Lawrence
Chalaundrai Grant
Joel Sych
Tim Querengesser

1.0 Call to Order

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org





Date: September 14, 2023

The meeting was called to order at 6:33 p.m by EFCL President and Chair, Jenn Parsonage.

2.0 Land Acknowledgement

J. Parsonage welcomed everyone and introduced Bert Richards, District H Representative, who delivered the land acknowledgement.

3.0 Welcome and President's Message

J. Parsonage introduced herself and commented on June being an important month designated as both National Indigenous Month and Pride Month. She thanked Leagues for providing feedback to EFCL throughout the past year and stressed the need for continuing open and honest communication between all parties. She introduced the City Councillors in attendance and the two City of Edmonton staff members, thanking them for their support. She then introduced the EFCL Board members, and acknowledged the EFCL staff, thanking them for their tireless effort and advocacy for Leagues.

4.0 Greetings From Our Sponsors

Morgan Wolf, District G Representative, introduced the sponsors supporting EFCL and Community Leagues: SERVUS who sponsored the treasurers workshops and toolkit and continue to support treasurers throughout the City; the legal firm Reynolds Mirth Richards and Farmer represented by Jenna Chamberlain. She then invited Raheela Usman, SERVUS Community Branch Manager of Kingsway/Inglecroft to say a few words. Raheela commented on the importance of giving to the community, adding that SERVUS had donated more than two million dollars to over 400 organizations in the past year.

This was followed by a short video co-created by EFCL and NFP on their insurance program partnership which provided information on the benefits of the program to League members and EFCL and how it works. Wanita Quaia supplemented the video with a brief oral summary.

5.0 Greetings From the City of Edmonton

Steve Gaudet, representative of District C, introduced Councillor Jo-Anne Wright to bring greetings on behalf of Mayor Sohi, noting that the Councillor has a personal relationship with Community Leagues, having been treasurer for the Meadows Community League.

Councillor Wright stated that City Council is working to create great neighbourhoods that are becoming more vibrant. She added that in spite of Edmonton being home to over a million people, it still retains a small community feel of connection. She thanked EFCL for bringing forward the concerns of Community Leagues as well as great ideas and suggestions, and added that at 100 years EFCL has one of the longest running partnerships with the City.

Sandra Johnston, EFCL's Board Governance Advisor, then provided information on meeting procedures. This was in addition to the more detailed information that had been included in the





Date: September 14, 2023

AGM package sent to membership prior to the meeting. Voting members had been given fans for voting preferences and everyone was reminded that only voting members representing community leagues could speak to motions and take part in discussions. Jenn Parsonage asked for a quorum count before proceeding with the agenda. This would require 20% or 32 leagues present. S. Johnston confirmed that quorum had been reached with representation from 62 leagues.

6.0 Approval of the Agenda

Motion 23-06-13-01: That the agenda be approved as written.

V. Roberts (Alberta Avenue) / T. Elliot (Big Lake) Carried

7.0 Approval of Minutes of General Meetings: Approval of Minutes of the Winter General Meeting

Motion 23-06-13-02: That the minutes of the Winter General Meeting be approved as amended.

T. Lovell (Canora) / C. Schriber (Prince Charles) Carried

Approval of Minutes of the Special General Meeting

Motion 23-06-13-03: That the minutes of the Special General Meeting be approved as amended.

G. General (West Meadowlark) / M. Berry (Fulton Place) Carried

8.0 Elections in District D

Chris Auton, City of Edmonton Neighbourhood Resource Coordinator, was invited to conduct the election to fill the vacancy in District D. At their last meeting the EFCL Board appointed Thu Parmer from Cameron Heights Community League. C. Auton asked if a quorum had been met for District D. S. Johnston replied that only 6 Leagues from the district were present. Quorum to elect a district representative requires one third of leagues in that district. Marnie Pellett, voting member from Belmead Community league then joined the meeting via Zoom which increased the count to 7, meaning quorum had been met. C. Auton then asked if there was a nomination from the Nomination Committee. J. Parsonage replied that the Board Development and Nominations Committee nominated Thu Parmer from Cameron Heights Community League. C. Auton then asked if there were any nominations or volunteers from District D.. C. Auton asked for a second and third call for volunteers, then declared nominations closed and declared Thu





Date: September 14, 2023

Parmer elected by acclamation. . She was thanked for volunteering and welcomed.. J. Parsonage thanked C. Auton.

9.0 Presentation of EFCL Annual Report and Service Innovation Project Pilot Report

Laura Cunningham-Shpeley delivered the 2022 Annual Report. She stated that the easing of COVID 19 restrictions had resulted in new perspectives for Leagues' role in the community and the increase of positive changes. She summarized the work of the EFCL in the past year, supplemented by a slide presentation.

- Advocating for affordable, local solutions for recreation for all ages.
- Advocating to Alberta Gaming, Liquor and Cannabis to deny the application to build a new rural casino within Edmonton's borders which would result in vastly reduced revenue for Community Leagues and other non-profits across the City.
- Advocating with the City for increased engagement on District Plan changes and to increase communication overall about the many proposed planning changes.
- Submission of two Service Packages to City Council for essential work needing to be done in 2023.
- Completion of the three year Innovation pilot which engaged every League.
- 2022 was the first year that EFCL gathered information directly from Leagues for the Community Leagues Operating Grant.

L. C-Shpeley went on to highlight a couple of key projects EFCL supported in 2022.

- Service Innovation Pilot Project, a three year pilot project aimed at increasing services for Leagues. It focused on improving League board development and governance via mentorship and onboarding, identifying and providing League engagement opportunities, and developing and testing ways EFCL could act as a central services provider to Leagues. This has resulted in a significant increase in League engagement with all 162 Leagues involved in at least one program EFCL developed. League feedback was especially appreciative of online training courses for board members as well as mentorship cafes.
- Safewalk pilot project in partnership with Sisters Dialogue in response to Islamophobic attacks in the City aiming at building feelings of safety for Muslim women in northeast Edmonton neighbourhoods. This evolved into a Moms and Kids program resulting in an increase of newcomer attendance at South Clareview Community League programs, and the creation of a new program led by Muslim women.

L. C-Shpeley added that EFCL looks forward to building on the work accomplished in the past year, continuing to listen and learn moving forward with continued support and initiatives for 2023.

J. Parsonage thanked L. C-Shpeley and the EFCL staff for all the work they did the past year to support Leagues and the Community League movement across the City.



Date: September 14, 2023

10.0 Decision Items

10.1 Acceptance of EFCL 2022 Audited Financials

The EFCL Board reviewed the Draft Audited Financial Statement for 2022 as presented by Metrix Accounting. The statement is in agreement with the actuals that were presented to the membership at the Special General Meeting on April 6. An invitation to submit questions to the treasurer prior to the AGM was included in the information package. The auditor for Metrix Group, Chris Friesen, was not available for an in-person presentation of the 2022 approved audited financial statements, but a short video recorded with him. Anita Lunden, EFCL treasurer, then added that the audited financial report had been presented to and approved by the EFCL Board at the May 2023 Board meeting. A letter from the auditor as well as the statements were included in the AGM package, and print copies were available at the meeting for anyone needing a hard copy. A. Lunden described certain new measures that would ensure a better year financially.

- The funding received from the City in our service packages will be a significant boost to our operating budget.
- A balanced budget going forward for 2023 was presented to membership at the Special General Meeting.
- A Finance, Audit and Funding Committee of the Board was created and meets regularly to review the financials and support the organization in finding other streams of funding. They will review the Q2 reports this summer and will be working with an external third party accountant to provide financial advice and guidance toward the new budget for 2024. The Committee will also continue to look for new sources of revenue that will support the EFCL in the future.
- Some adjustments have been made to our accounts with SERVUS which will support greater transparency.
- The EFCL Board, at the May meeting, allocated \$100,000 from the restricted reserve funds to cover the unrestricted deficit that was identified through the audit. The result is that EFCL continues to have \$100,000 in our restricted reserve account that has been transferred to a new account set up at SERVUS. The Board recognizes that 2022 was a difficult year for the organization and our reserve fund was used for exactly the purpose it was intended for.

A.Lunden followed up by inviting questions.

One member asked for the 2023 budget and A.Lunden committed to sending to them. Another member asked about the EFCL's old location and was told that the City had leased it. With no further questions or discussion, J. Parsonage asked for a motion to accept the 2022 Audited Financial Statements.

Motion 23-06-13-04: Be it resolved that the Audited Financial Statements for 2022 are accepted.





Date: September 14, 2023

N. Wetsch (South Clareview) / R. Prasad (Newton)

Carried

10.2 Special Resolution for the Ratification of New EFCL Bylaws

J. Parsonage, who is a member, invited the rest of the members of the Bylaw Renewal Committee to come forward, and then introduced them: Board members Lesli Olsen and Anita Lunden and Ryan Barber, Past President. The Committee is also supported by Laura Cunningham-Shpeley, Executive Director of EFCL, and Sandra Johnston, Board Development Advisor. S. Johnston went over amendments made to correct typos and errors that were in the print version of the new bylaws, included in the AGM package. This was done so as to avoid having to make amendments to the motion. She pointed out that the digital version included the corrections, then went on to outline all the errors in the print version. Each member of the Committee then explained a different segment of the proposed bylaw changes corresponding with the slides. J. Parsonage then invited questions reminding everyone that only voting members could participate with a limit of one question and the possibility of asking one more question once everyone in the queue had a chance to speak.

Q: With respect to Article 9 and section 9.2 in particular, each officer will be elected for one year with a maximum of 4 years and allowance for emergency extensions have been added. What defines an emergency circumstance and how do we know that it is a necessity?

A: It is the job of the Board Development and Nominations Committee to ensure that there are the skills required on the board but there could be a circumstance where there was no one able to become, say the Treasurer and the former Treasurer needs to stay on until a replacement can be found.

Q: So what would be an emergency circumstance that the Bylaw Committee had considered for this?

A: Well, once again, if for some reason there was no one on the board, you have the capacity to continue for 4 years until we get somebody. I'll give you a really good example. We have the pandemic. Our numbers are down on the board generally. Then we ran into a City election where some board members were actually running for Council at that time and took a leave of absence from the Board. So we got smaller. That would be one of those situations that we envisioned.

Q: The current bylaws talk about accredited members. Those are now called Member Representatives. Why?

A: The name was changed because it was too wordy and for clarity.

With no further questions, J. Parsonage asked that a motion be made, reminding everyone that as a special resolution the vote for accepting the new bylaws required approval of 75% or more of the membership.





Date: September 14, 2023

Motion 23-06-13-05: Be it resolved that the EFCL Bylaws dated June 13, 2023 are approved.

M. Wolf (Elmwood Park) / C. Schriber (Prince Charles)

Carried

10.3 Ratification of New EFCL Districts

J. Parsonage gave a brief explanation of the reason for the proposal. Currently the EFCL is made up of 12 Districts. These have grown and changed as the City has, resulting in a wide range in the number of Leagues in each District. The EFCL recommends aligning EFCL's Districts with the City of Edmonton's Planning Districts. With the City Plan, the City will shift from neighbourhood planning to district planning. The City will make many decisions, from where to build recreation amenities to determining transit service levels, based on these City Plan Districts. The City Plan Districts will play a fundamental role in organizing how Leagues and their members must participate in and engage many local matters. EFCL created a map of what the new districts would look like by overlaying a map of the City Plan Districts onto a map of Community Leagues and then combining some of the planning districts into EFCL districts in order to even out as much as possible the number of leagues in each District. This allowed for more even distribution of City Plan Districts with few or no leagues, resulting in 11 districts. Some of the City Planning Districts have no or few community leagues in them. Therefore, while the bylaws will allow for 14 districts, the Board recommends combining these lower population Districts to have the following 11 Districts:

1. Northeast (Northeast and Horse Hill): 13 Leagues
2. Northwest: 18 Leagues
3. Jasper Place: 17 Leagues
4. Southwest Henday (South West and West Henday): 12 Leagues
5. West Edmonton: 10 Leagues
6. Whitemud (will include Rabbit Hill): 15 Leagues
7. Millwoods Ellerslie (Millwoods and Ellerslie): 14 Leagues
8. Southeast: 14 Leagues
9. Central: 17 Leagues
10. Scona: 16 Leagues
11. 118 Avenue: 13 Leagues

Each of the existing representatives would continue to represent their new districts except in South West Henday where two of our current representatives live: Bert Richards, current District H representative and Jon Morgan, current District J representative. If the proposal is accepted and when the new bylaws come into effect in the fall, Jon, who is also Vice President External, has agreed to run as one of the Board's members at large thus remaining on the Board. If





Date: September 14, 2023

approved, the intention is to implement the new districts at the Fall General Meeting in November, holding any required elections at that time.

J. Parsonage then invited questions from voting members about the new districts.

Q: What are the dotted lines versus the solid lines?

A: The dotted lines are the Community Leagues. I think the lines look solid where a couple of dotted lines intersect. These maps are blown up reproductions of other maps so we realize there is a bit of confusion. We will send you clearer maps with better lines. You should be able to use these maps to see what district you're in. Apologies.

Q: You mentioned future considerations when rebalancing the districts. Is there any consideration in rebalancing for super leagues? Right now we have three leagues that actually represent 17 neighbourhoods. So will that impact representation in the districts?

A: To change these districts we don't need to change the bylaws. We have space for up to 14 board members right now. With 11 districts, the Board has room to add more. As the districts break apart, we don't need to go through bylaw revision again. Each district elects a representative. So, for example, a district has 17 Leagues in it. Those 17 Leagues elect one person for the EFCL board. So having broken South West Henday up right now, it would mean 2 leagues have one representative and 17 Leagues have one representative. We really tried to balance the number of Leagues per representative for their work as well as for democratic reasons. We understand that many neighbourhoods in one League creates way more complexity in that League, but, for us, you are one member. We do know that there are 2 Leagues emerging in that area already. We are working with one and have got a request for more, so I suspect that the split will actually happen quite quickly.

Q: Curious about the drawing of our (Big Lake) boundary. I'm concerned that the residents east of the Henday are going to be left out.

A: Currently we are working with the City in developing new maps. A lot of them are based on League boundaries. When you became a league, you registered your boundaries with the City. Since then, things have happened, especially in the new areas. You've grown and you have changed your bylaws and changed your boundaries. There's no process for that to be reported to the mapping area. So we've been working through this with the mapping people and we will be getting new maps. So you are saying that part of Big Lake is on the inside of the Henday. That's fine because those people are part of Big Lake, and Big Lake is in West Henday.

Q: Can you rename a District if there is a vote on it?

A: At a district meeting if you have a good turnout you could put forward a motion with your district representative. She would bring it to the EFCL Board and they could pass the motion. So yes the EFCL Board could change the name of a district. **A:** Are we keeping the current letter system?

Q: No, we're taking the alphabet out of the name altogether.

There were no further questions. J. Parsonage asked for a motion to be made.

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org





Date: September 14, 2023

Motion 23-06-13-06: Be it resolved that the new EFCL Districts are approved.

T. Keohan (Delton) / S. Lecuyer (Ottewell)

Carried

J. Parsonage thanked everyone saying “These are significant shifts for the EFCL. We are carving a new path and we appreciate the support that we received tonight.

11.0 Announcement of New EFCL / League Membership Platform - Communal

J. Parsonage invited Kemoh Mansaray (District A) to speak about the Communal Program. He gave a brief summary of the EFCL Membership Platform that is in partnership with Communal. In November 2022, EFCL posted a request for proposals (RFP) to replace and/or update the existing membership database with one that could centrally track membership sales for the ECL and Community Leagues. It called for creating a portal for all 162 Community Leagues that interfaces with the EFCL database and allows Leagues to individually and more effectively manage their membership, volunteers and much more. The ultimate goal of this tool is to make it easier for Leagues to track and grow their community engagement. Communal submitted the strongest proposal. Their starter program will provide Leagues with all the membership processing functions needed and many additional optional features that Leagues have asked for in paid modules. This starter level will be paid for by EFCL with the goal of making it free for Leagues. When people purchase their membership using this portal, a \$5 fee will continue to be required by the purchaser in order to cover the costs to the EFCL for this platform. A number of Leagues are already using Communal such as the Meadows, Fulton Meadows and Alberta Avenue Community Leagues.

K. Mansaray then introduced Wade Jacques, co-founder of Communal to speak on the specifics of the platform. This included membership processing features included in the base level, tracking facilities and amenities of each Community League, and additional fee-based options. This was followed by an invitation for questions.

Q: When you receive an email from the platform, does that show as Communal or the league?

A: It will show Kilkenny CL but the actual email will be a no reply email.

Q: D. Niedermayer (District F, Inglewood) - are you going to be publishing API's to allow other systems to pull data from or send data to the Communal platform? So we can download and do our own Mail Chimp or use other platforms? Or is it going to be a locked system?

A: Right now we aren't looking at that but we do use Zapier which is a bridge to other software like Mail Chimp. In the future we could look at other API's but for now we will just work with Zapier.





Date: September 14, 2023

Q: D. Niedermayer (District F, Inglewood)

- we currently get an email that tells us we have new members and we download a csv file.

A: The goal is it is all one system and information is all in the one system so you won't have to deal with that.

Q: D. Trautman, (District I, Argyll) - concerned about volunteers information and people using screen readers getting access

A: We follow the standard best practices and they are built into the system so we are aware of that concern but I would have to consult my technical partner about that

Q: C. Ohman, (District I, Inglewood) - what is being shared back to the EFCL? Folks want to be part of our CL and don't necessarily want to hear from the EFCL so what's being shared?

A: We are working on this with EFCL, Colin brought this up recently, so it will essentially be that people can opt in. We will have more on the exact details.

Q: C. Ohman, (District I, Inglewood) - particularly from a privacy stand point and marketing, people need to know what they are in for

Q: M. Wolf, (District G, Elmwood Park) - we don't charge for memberships, can Communal do a free membership and send a card?

A: Yes

Q: So secondary question - what would be the benefit to paying \$5 for a membership when they can just get one from me for free?

A: L. C-Shpeley, (EFCL) - They can get one from you, absolutely. We always encourage people to buy their membership from the League and form that face to face relationship. That is always best. But as Majya alluded to, people may want to do it online, at 10 pm at night, or they need to register for soccer and it is much easier to do online. So those are the people we are catching with this.'

Q: M. Embleton, (District I, Allandale) - I am very curious about the pricing because I've seen your online platform pricing and it gets very expensive. I know the EFCL is offering a free version, is that the membership module only? So I am wondering when information about the pricing will come out. And when you might be posting a demo? So that we ask all our technical questions at that time.

A: Likely close to the fall we will post all that information. We will have information on pricing and actual membership training sessions to get people signed up for the free module.



Date: September 14, 2023

Q: So if that is coming out in the fall and that is our new membership drive, will this line up? Or will this be for next year and the next membership cycle?

A: This will be for the next membership drive cycle, 24/25

Q: R. Koentz, (District J, Cloverdale) - will the data collection fit in with the long term renters via the tripartite and sub-licenses and will the CL lose that information?

A: L. C-Shpeley, (EFCL) - You would do the same as now, give the instructor cards to capture memberships and info or send them to the EFCL website, I don't think it would change.

Q: S. McQueen, (District J, Forest Heights) - I have been using Communal for the last year and it has cut down on my data entry immensely but it has been cumbersome to copy it all over from the EFCL website and from physical cards. One of the reasons we wanted this is to avoid the \$5 charge so we would prefer to pay our monthly fee and portion of the sale to Communal and avoid the \$5 fee.

A: L. C-Shpeley (EFCL) - The \$5 fee has been around since before my time, and the membership approved this fee so the EFCL could do this work and sell memberships on their behalf so that covers our costs. Sonya, you raise a good point, and so if over the next few months you find that this \$5 fee is a problem for people, then that is a conversation that we need to have. To offer Communal for free to leagues, there is a cost to EFCL so we need to find a way to recoup that cost. I am happy to have that conversation. If you have other ideas, let me know and we can talk with the board.

Q: P. Andrews, (District D, Rosenthal) - Back to the membership fee, our community league uses your competitor and part of the reason was we heard from our membership that they don't want to pay the \$5 fee and we don't pay that with your competitor. So my question is that \$5 fee inclusive of the Stripe fee or is that on top of that? Also, with a zero fee membership, why is there a charge for that if the user is putting their information in themselves. Like with Eventbrite, they don't charge if it is a free event. So if we are giving away memberships, why should the CL or the user be billed the \$5 fee?

A: J. Parsonage - As Laura mentioned, that does create an interesting discussion but I am going to limit the number of questions as it is 20 minutes to 9 pm.

A: C. Johnson, (EFCL) - The Stripe fee comes out of the \$5 fee before it comes to the EFCL.

Q: K. Eerkes, (District D, McQueen) - We have used Communal for about a year now, our membership director is very happy with it, it has taken a lot of work off her plate. That being said, there's some people that still don't want to pay the \$5 so they go to her door and buy the membership. We don't rent out our hall to somebody unless we see them face to face and do an evaluation but doing it electronically you are looking for trouble. What we have found is we don't



Date: September 14, 2023

use the add on modules because they are too expensive. We are using online excel sheets for casino sign up. Mail chimp is cumbersome, you might want to find a better platform for mail. I would recommend that you ask ahead of time what questions leagues have so Communal can prepare for them. It is a great program but you have a ways to go on it, especially the cost

Q: T. Charles, (District I, Malmo) - I would prefer to pay a lump sum fee to the EFCL rather than have members pay the \$5 fee so I would like to have that option.

A: Not part of the motion, the board would have to bring forward a motion to consider the \$5 fee.

Q: C. Schriber, (District F, Prince Charles) - I am confused about the \$5 fee, is that for the membership or for the use of Communal? If it is just \$5 then membership directors need to show the value of that. We can't run our programs for free so it comes down to really showing the value behind the membership not the cost.

A: J. Parsonage clarified what it is.

L. C-Shpeley spoke about responding to hundreds of phone calls a year about memberships. You have to remember that we manage a lot of queries when folks can't get a hold of you, they call us. We send out payments each month to each league so you get your money. It takes a lot of staff hours that I have to pay for. I fully appreciate that people see the value of the membership but I guess I need to see that you appreciate the value of that \$5 and all the work the EFCL puts in for that.

J. Parsonage added that Membership and facilities advisor, Darlene Dudley, will be the point of contact at the EFCL working with Communal. Over the next six months, there will be information provided to membership directors and training provided in order for a successful launch in 2024.

12.0 Notice of Motion Music Licensing Fees Agreement with Entandem

Bert Richards of District H was invited to present the notice of motion for Entandem that will be presented to membership as a motion at the Fall General Meeting on November 7, 2023.

In 2017, the EFCL successfully negotiated with Re-Sound, who represents performers, to provide a lower flat fee to Community Leagues for their music licensing tariffs. A new licensing Tariff, Tariff 21, was created for Leagues in 2017 to encompass all League events rather than paying per event. It was agreed that the ECL would pay this fee for all Leagues directly to Re-Sound and then invoice Leagues to collect payment. That agreement has now expired and those rates are no longer valid. SOCAN, who represents songwriters and music publishers, was not willing to negotiate a similar agreement with EFCL for Leagues and has been billing Leagues directly for their licensing tariffs and requiring Leagues to do quarterly reporting of





Date: September 14, 2023

usage/events, requiring a lot of extra tracking and paperwork for Leagues. Entandem was formed in 2019 and given the right to collect tariffs and licensing fees on behalf of both Re-Sound and SOCAN. Entandem is now offering Leagues a lower flat fee for unlimited events for both Re-Sound and SOCAN. Entandem would invoice the EFCL in January and the ECL would then invoice Leagues to collect payment with the membership supplies invoicing in May.

Darlene Dudley, EFCL's membership and Operations Advisor, has been working with Entandem to negotiate this new rate for Leagues. A video recording of an interview she did with Entandem Industry Partnership Lead, Serge Cassano, was then presented to the membership. This included questions EFCL felt were pertinent to membership.

J. Parsonage asked if there were any questions from the floor. This could provide information for discussion with boards in preparation for the vote at the Fall General Meeting.

Q: T. Elliot (Big Lake) - Do leagues that don't have a hall have to pay this?

A: J. Parsonage - No - right now this is negotiated for halls but technically any space has to pay one fee for your league with this but there will be more information to follow.

Q: High Park - capacity is 299, that is theater style, that is not with tables, so normally we have 150 people seated so how do you determine what we will get charged?

A: L. C-Shpeley - I believe it is based on the capacity of your hall

Q: But I've got 299 that are sitting and not dancing and not listening to music

A: L. C-Shpeley - I believe it is based on the capacity of your hall is stated as so what do you state your hall capacity as?

Q: Well why should we pay that when 9 times out of 10 there won't be that many?

A: J. Parsonage - That's very true and if you look at what you would pay without this, it is way more.

Capacity is based on this, and knowing that different halls use their spaces in different ways, we have also established 3 categories rather than small versus large that was originally to help manage the burden of the cost

Q: K. Eerkes, (McQueen CL) - Thanks EFCL for doing this, most people don't realize, if you play music, you have to pay for it. You have to pay for movies too.

A: Jenn, yes it is really expensive if you actually look into it and do it yourself. This collective approach ensures a much lower cost.

Q: D. Trautman, (Argyl CL) - Who gave them Tariff 21?

A: Tariffs are authorized and certified by the Copyright Board of Canada.



Date: September 14, 2023

Q: Inglewood - We have 2 halls with 2 capacities so do you combine those or do we fall into a category based on one?

A: J. Parsonage - We will find out but I would say go with the highest

Q: M. Raedschelder, (Riverbend CL) - We have 2 halls, I understand you said it is per league, do we submit the capacity of the larger hall or do we combine the 2 capacities?

A: J. Parsonage - You would combine the 2 but we will get back to you with a proper answer

Q: R. Koentz, (Cloverdale CL) - Important to note there are 2 different capacity ratings, seated and standing, so we need to clarify for this which we use. It is important for artists to be compensated so I applaud EFCL for bringing this forward but I think we need some clarity on the definitions.

A: J. Parsonage - I would suggest if you have multiple capacities that you choose the highest so you are covered. If there is no room for dancing, that is great, but you could play a song.

Q: M. Embleton, (Allendale CL) - Prior to Tariff 21, I would call Re:Sound and tell them I don't have a sound system so I didn't have to pay any fees. Now I will have to pay fees. If we do yoga or zumba classes, those instructors have their own licenses and we always have live music at all our events so is there a way to opt out?

Then a debate where her story changed from artists to children that play fiddles and they all write their own music.

A: Yes, this league needs to pay but we will need to learn the ins and outs from Entandem and refer them to Entandem.

13.0 Community Day League Launch - September 16, 2023

J. Parsonage went over some of the support EFCL will be providing Leagues with for Community League Day.

- Hosting engagements at eight different locations, (Castle Downs Farmers' Market, Miller Farmers' Market, Downtown Farmers' Market, Old Strathcona Farmers' Market, and West Edmonton Mall) throughout July and August. This includes talking with the public about Community Leagues, selling memberships, and promoting Community League Day events.
- Provide a social media package that Leagues can use to brand their events so Community League Day event promotions have a similar look and feel across the City.
- A toolkit for Leagues to plan their event which will include information on how to create an engaging event, how to reach out to organizations in your community to invite them in, and more.
- A 50/50 raffle that Leagues can use as an added incentive to people to consider coming

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org





Date: September 14, 2023

to a Community League Day event.

- Taking pictures at events across the City.

14.0 Termination

J. Parsonage declared the meeting terminated at 9:00 p.m. She thanked everyone for great conversations and opportunities to learn and grow together.

Save the Dates:

- **Fall General Meeting: November 7, 2023**

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org





Date: September 14, 2023

Edmonton Federation of Community Leagues

12122 68 Street NW | Edmonton, AB | T5B 1R1 | 780.437.2913 | info@efcl.org

