



Agenda Item 4.1

EFCL Board Meeting Minutes

November 14, 2024 at 6:00 pm MST,

Hybrid Meeting at Jerry Forbes Centre and via Zoom

In Attendance:

Jenn Parsonage, (Millwoods Ellerslie District), President / Chair (IP)
Giselle General, (Jasper Place District), Vice President Internal (IP)
Jon Morgan, (Southwest Henday District), Vice President External (Z)
Steven Gaudet, (Northeast District) Treasurer (Z)
Anita Lunden, (Southeast District) (IP)
Steph Neufeld, (Scona District) (Z)
Thu Parmar, (West Edmonton District) (Z)
Edwin Shale, (118 District) (IP)

Regrets:

Kemoh Mansaray, (Northwest District)
Joshua Wolchansky, (Central District)

Guests / EFCL Staff:

Laura Cunningham-Shpeley, Executive Director (IP)
Colin Johnson, Deputy Executive Director (IP)
Sandra Johnston, Board Development Advisor (IP)
Sian Svendsen, Neighbourhood Services, COE (Z)
James Thompson, COE (Z)
David Berry, Senior Communications and Strategy (Z)
Kim Turcotte, COE (Z)
Maria Flores Achtymichuk, Digital Communications and Design Advisor (Z)
Melissa Campbell, Community Activator (Z)



Minutes

Bekah Marcellus (IP)

1.0 Land Acknowledgement

Jenn Parsonage brought the meeting to order at 6:02 and Laura Cunningham-Shpeley delivered the land acknowledgment.

2.0 Welcome and Introductions

Everyone introduced themselves including Edwin Shale, the new board member for 118 District, and new EFCL staff- Maria Flores Achtymichuk and Melissa Campbell.

3.0 Review of Agenda

The agenda was amended to include an update from the RFP Insurance Working Group.

Motion 2024-11-14-01: Be it resolved that the agenda be approved with addition.

G. General / E. Shale

Carried

4.0 Consent Agenda

4.1 Minutes

4.2 Letters- Affordable Housing

4.3 CLOG Funding Withdrawal Email

Motion: 2024-11-14-02: Be it resolved that the consent agenda be approved as written.

A.Lunden / S. Neufeld

Carried

5.0 Crowdfunding theme selection

David Berry provided background on the Crowdfunding program and delivered three potential themes for the campaign including logos. The Communications team came up with the following themes along with a few selling points

1. Community AF





- This idea was developed originally for merchandise and offers versatility for expanded branding.
 - It's direct and simple as well as a fun and irreverent take on Community Leagues.
2. You're Our Kind of People
 - An explicit invitation that is human centered and provides a positive self image for new and existing members.
 3. Here Comes the Neighbourhood
 - This idea underlines local connection and the unique flavour of each League.
 - It emphasizes engagement and speaks to Leagues as both platform and service organization.

The conversation around the ideas raised some concerns over the reception of "Community AF" by certain demographics. On the other hand the retro look of "Here Comes the Neighbourhood" was popular and the idea could speak to neighbourhood initiatives and spaces, though again there were questions about the level of advocacy behind the messaging and how that would be received. Lastly "You're Our Kind of People" was thought to speak to people emotionally and reference the important social and service role of Leagues. D. Berry was asked if it would be possible to combine the slogan "You're Our Kind of People" with the retro feel of the logo for "Here Comes the Neighbourhood." The Communications team will continue work on this and come back with changes. Additionally, candidates for stories should be sent to D. Berry.

Motion: 2024-11-14-03: To approve You're Our Kind of People for crowdfunding theme with the visuals of Here Comes the Neighbourhood.

G. General / S. Gaudet

Carried

6.0 News from the City

Sian Svendsen updated the board on the city's current focus on waste management and snow, as well as several programs including the Community Rec and Culture welcome to swimming classes and water safety, the free drop in Girls by Girls program, and Reuse Center craft supply swaps. Additionally, the Stuff a Bus campaign will be starting soon. S. Svendsen also informed the board of some structural changes happening in Neighbourhood Services which will now be under the Social Development Branch under a new director, Nick Nystrom.

There was a question about whether it was worth it for a League to request a sandbox given that the city is scaling back the program and S. Svendsen suggested calling 311 to ask as priority areas are determined partly by the number of requests.



There was also a question about how many Leagues have a permanent neighbourhood resource coordinator as some Leagues have been through a few recently. S. Svendsen answered that there were a few temporary staff and new positions that are being filled under a new system where there is a South, Northwest, and Central Unit. This caused some folks to move around but should even out shortly.

7.0 CLOG Formula update Presentation- Kim Turcotte, James Thompson, Sian Svendsen

7.1 CLOG Formula information and next steps

S. Svendsen started the presentation by reiterating the purpose of the review. It's been several years since there has been a review of CLOG and a review is necessary to account for changing needs as well as feedback from the City auditor.

Kim Turcotte then went over the factors for the review including consistency with other grants and the Council motion from 2022 about amendment recommendations intended to enhance equity and efficiency.

L. Cunningham-Shpeley went further into the history of what EFCL has done with this process including consultation with Leagues and collection of data, as well as the board's recommendation to increase the base and have two envelopes for funding. Members previously discussed wanting population, amenities, events, and programs offered to be accounted for in the grant. The key principles of this process are keeping this as simple an application process as possible for Leagues, that funding is flexible, encourage Leagues to actively engage with residents through programs and events, Leagues shouldn't be funded for more than their operating costs. With all this, the proposed 2026 formula would take into account the prior year's eligible expenses, scoring based on population etc., a minimum of \$12 000 and maximum of \$50 000, and a goal of covering 50% of operation expenses for the majority of Leagues while minimizing outliers who get 10% or less, or more than 100%.

K. Turcotte followed up with the City's goals of developing an easy formula, being consistent with how other operating grants are calculated, and increasing accountability and equity.

James Thompson went over the options brought forward at the previous meeting as well as additional scenarios designed to bring things more to the middle and minimize outliers. Some scenarios included weighting the population score more than previously however they found that with increased weight it made the disparity worse. The most equitable option seemed to be the recommendation of a \$12 000 minimum which pushes more groups into the middle category. In 2024 there were 7 Leagues which received over 100% and 14 who got 50-100%, 20 who got 0-10%. The \$12 000 minimum brings more Leagues near that 50% range with 0 in the 0-10% range.



There was discussion around the importance of equity and the issue of revenue streams. The city clarified that the CLOG is for operating expenses and can be thought of similar to a partial reimbursement, and that other sources of revenue are expected, however these changes to the formula would help with equity overtime with moving more Leagues towards that 50% coverage.

Motion: 2024-11-14-04: Be it resolved that the EFCL supports the CLOG formula option with a \$12,000 minimum option up to \$50,000 max and will co-present it at the RGM as the new CLOG formula.

S. Gaudet / A. Lunden

Carried

8.0 Board Education

8.1 How do we make policy?

Sandra Johnston provided an update and explanation on a Policy Development Framework and how EFCL makes policy. This started with going back to EFCL's foundations and looking at City Policy that refers to EFCL as the "representative and coordinating body" of autonomous Community Leagues. The question around policy making revolves around what does EFCL represent Leagues about and what do they coordinate Leagues about? When creating policy, the EFCL looks at what defines a Community League such as meeting the needs of residents within a defined geographic area in the City of Edmonton, and the role of Community Leagues eg. recreation, locally based activities, inclusive communities and support for non profits, etc.

S. Johnston then went over three types of policies

1. Policy about board operations, EFCL, human resources and how they pertain to the ED
 - a. This can be done by elected board
2. Policies that bind community Leagues to pay certain expenses and carry out certain actions
 - a. This has to be at a General Meeting
3. Advocating for Leagues or issues important to Leagues
 - a. This falls into a grey area of the powers of the board and powers of general meetings
 - b. Policies are approved by the board based on appropriate and substantial engagement with Community Leagues.

This was followed by S. Johnston clarifying "substantial consultation" stating that those doing the consultation should ask themselves who is affected, at which point in the process is this being done, and how often during the process is it done. To be truly substantial, the consultation



has to be broad to involve enough Leagues, open to input, held at a point it can make a difference, and use a valid method of collection.

There was a question about the city framework of engagement and if EFCL is using a similar model, and it was clarified that while EFCL doesn't use the exact framework, it is generally referenced in the structure. This was followed by a question about how consultation is often inadequate due to time constraints and if this will help those issues. The idea is that by building a book of policies and positions, EFCL will be less likely to be caught in a time crunch because they have a position that has already been fully thought out to fall back on.

The question of a schism between EFCL and a League also came up, wondering where the line is in what EFCL can impose or say no to. The answer is dependent on the topic, for instance the Code of Ethics is binding so a violation would be a place for EFCL to step in. Whereas with policy stances like the one on affordable housing, it's up to Leagues to decide whether they align with those positions.

From this came a question about policies needing to be representative of the membership and whether there is a way to weigh the voices of those who are most affected more. It was discussed that while EFCL has an obligation to Leagues that are more affected, their votes should not outweigh others, instead they should be involved in more in depth consultation to understand the root of any pushback and better address concerns and benefits in EFCL's messaging.

9.0 Finance Committee

9.1 Q3 Report to Board

Steve Gaudet updated the board on Q3, stating that there's nothing concerning and feedback says that things are on track as predicted. Board members were cautioned that while there is a surplus predicted, there are some large outstanding bills that will likely impact that number while remaining as a surplus for 2024.

Motion: 2024-11-14-05: Be It Resolved that the EFCL Board accept the Q3 Financial Statements as presented

S. Gaudet / G. General

Carried

9.2 Auditor approval for RGM and 2025 RFP

S. Gaudet summarized the issue at hand saying that EFCL has been working with the same auditor for 14 years. It's been suggested that there should be a change for 2025 as good auditing practice suggests.



Motion: 2024-11-14-06: Be it resolved that the Board recommend Metrix Accounting as the 2024 auditor to the membership at the RGM

S. Gaudet / T. Parmar

Carried

Motion: 2024-11-14-07: Be it resolved that the EFCL Board approve the Finance Funding and Audit Committee to conduct an RFP process in 2025 for auditing services for the EFCL

S. Gaudet / G. General

Carried

9.3 Giving Table

S. Gaudet updated and explained the Giving Table campaign and that part of EFCL's budget was based on a certain amount of sponsorship support. Giving Table is an opportunity for companies to advertise and any leads should go to L. Cunningham-Shpeley.

10.0 Board Development and Nominating Committee

10.1 Board Member Recommendations

J. Parsonage went through the Nominating Committee's recommendations for new board members who will be voted on at the upcoming RGM. The new representative for 118 District has already been elected and someone for Southeast may be coming forward prior to the RGM.

Motion: 2024-11-14-07: Be it resolved that the EFCL Board nominate the following individuals for election or reelection to the Board

Darryl Tapper, Aspen Gardens Community League - Whitemud District
Steve Gaudet, Fraser Community League - Northeast
Kemoh Mansaray Baturyn- Northwest



G. General / E. Shale
S. Gaudet abstained

Carried

10.2 Update from Insurance RFP Working Group

L. Cunningham-Shpeley and Giselle General updated the board on the Insurance RFP Working Group's recent meeting where they began looking for a new insurance broker. They also discussed the need to understand EFCL's responsibilities, listed some priorities eg. reduction of deductible and premiums, as well as some value ads they'd like to see. They hope to have something to go out in early January and want to use the pre RGM as a chance for some conversation with people about what they would be looking for from a policy.

Some Leagues are currently looking for their own alternatives and are getting insurance programs that aren't necessarily meeting the Tripartite Agreement requirements which open them up to liability. If there is a League that goes with a different company they are to send their policy to EFCL to ensure it meets requirements in the Tripartite Agreement.

11.0 RGM Preparations

L. Cunningham-Shpeley began by reminding everyone to register for the RGM and then asked for opinions on whether NFP should speak at the RGM. As a sponsor they are entitled to speak at one general meeting a year. It was decided that NFP would be invited to bring greetings..

11.1 Duties

Duties were assigned.

11.2 Code of Conduct Discussion

The Board discussed the proposed questions. Additionally, there was conversation about adding something on human rights and anti discrimination to the sub prompts, it was added under number 5.

Motion: 2024-11-14-08: Be it resolved that the RGM agenda is amended.

E. Shale / G. General

Carried

12.0 Strategic Plan

12.1 Approval Strategic Plan

Motion: 2024-11-14-09: Be It Resolved that the EFCL Board approve the Strategic Plan for 2025-2029 as presented.

E. Shale / G. General

Carried





12.2 Verbal update on operations

L. Cunningham-Shpeley reported on the progress of operational planning including helping Leagues to lower the bar to events (lower barrier to entry for them to host). Another theme was diversity and inclusion and the need for EFCL to know where we are now to know where we're moving to. There is a desire for more data collection to see whether Leagues are representative of the neighbourhood.

13.0 Next meeting- holiday gathering

It was decided that the event will begin at 5pm on December 12th and will include the November retirees.

14.0 Reports

14.1 President's Report

J. Parsonage has been busy with her duties as President.

14.2 Executive Director's Report

L. Cunningham-Shpeley reminded the board that they are all invited to meet with the Mayor at city hall tomorrow evening. There is also a lot happening with external stakeholders, new staffing, and getting through all the district meetings.

15.0 - District Updates

G. General - Jasper Place - One pair of community Leagues are cost sharing and taking turns with skating rinks. They are being creative with uses for former winter amenities, experimenting with an off leash dog park, and a community gym in what was the skate shack. They are also building a living document with programs and events but this is proving challenging with people who don't have gmail accounts, it's also an extra step for Leagues to do.

Meeting adjourned 9:01

Electronic Motions since last meeting

E - Motion: 2024-11-14-09: BE IT RESOLVED that the EFCL Board approves rescinding the budget increase ask to the City of Edmonton of \$266,000 for the 2025 Community League Operating Grant funding.

G. General / T. Parmar

Carried