



Horizon Community League Strategic Plan

Creating a welcoming, connected and vibrant Community.

Horizon Community League Strategic Plan

TABLE OF CONTENTS

1. Executive Summary
2. Vision, Mission and Values and 5 Pillars
3. Current State Analysis Summary
4. 5 Pillars (Areas of Focus)
 - 4.1. Governance
 - 4.2. Building Amenities
 - 4.3. Safety
 - 4.4. Membership and Community Engagement
 - 4.5. Strategic Partnerships

1. Executive Summary

About Us

The Horizon Community League, formerly known as the Summerside Community League, was established as a non-profit organization on December 19, 2009 in the City of Edmonton Alberta Canada.

Horizon Community League of Edmonton represents residents of Aurora, Fields of Summerside, Lake Summerside, Orchards at Ellerslie, Rocha, Sunset Valley and Walker Lakes. In 2019 the Community League underwent a process to change the name of the organization to reflect the larger areas that it serves.

The Horizon Community League relies on city grants, sponsorship, fundraising, and volunteers to operate.

The Horizon Community League is run by a board of dedicated volunteers who live within the neighborhoods of the organization. The Horizon Community League provides services to its membership, residents and all those who live and play within its geographical boundaries. The Horizon Community League's boundaries include Ellerslie Road, 50th Street SW, 41st Avenue SW and Gateway Boulevard SW.

In 2019, the Community embarked on a process to review and update the organization's strategic plan. The discussion included a review of the organization's history, an analysis of the current state, and development of a Vision, Mission, Values and Pillars to move the organization forward strategically.

In 2021, using the plan started in 2019, the Horizon Community League once again discussed current strengths and challenges and identified opportunities for the organization to address challenges. Priority areas of focus were identified and strategies were prioritized by the organization to strive in realizing its vision.

This plan will be reviewed annually to ensure priorities are determined and to support an annual plan and budgeting process. The plan should be reviewed in its entirety in 2024.

VISION, MISSION AND VALUES

VISION

Creating a welcoming, connected and vibrant Community.

MISSION

Enhancing our neighbourhoods of Aurora, Fields of Summerside, Lake Summerside, Orchards, Rocha, Sunset Valley, and Walker Lakes through services, resources and amenities. We achieve this through a network of volunteers, neighbours, business partners and community organizations.

VALUES:

INTEGRITY	GROWTH	PASSION	COMMUNITY
<ul style="list-style-type: none">• Honest• Respect• Accountability	<ul style="list-style-type: none">• Supporting	<ul style="list-style-type: none">• Energy +	<ul style="list-style-type: none">• Connection• Community Engagement

THE 5 PILLARS

DEVELOPING AMENITIES-Ensuring we're building the amenities the community wants through community engagement

GOVERNANCE-To create an inclusive team by providing education and clarity to board members

SAFETY -Creating safe and caring communities for everyone

MEMBERSHIP AND COMMUNITY ENGAGEMENT-To promote membership and community engagement

STRATEGIC PARTNERSHIPS-Working collaboratively with businesses and organizations in the community to bring value to our membership

2. Current State Analysis

STRENGTHS	SUCCESSSES
<ul style="list-style-type: none">● A willingness and desire to help the community with amenities and growth● Large Community with many residents and families to draw on● The people on the board are our greatest asset and all the strength of this board comes through them● Capacity to bring together to build facilities in our neighborhoods● Diversity● Fiscal strength	<ul style="list-style-type: none">● Events such as Snowflake festival, garage sales, block party, CL day● Playgrounds being built● Snowbank Rinks● Name Change● Addition of Non Summerside resident board members● Pop Up Garden● Casino
<p style="text-align: center;">CHALLENGES and OPPORTUNITIES</p> <ul style="list-style-type: none">● Unclear goals and direction, taking on too much and off in all directions● Onboarding of new board members during covid is tough● A normal transitional phase as boards change● Lack of communication● Different leadership styles● Lack of our own meeting space● Finding ways to add value to our community members during covid times● Poor record keeping due to vacant board positions● Consideration of current league boundaries	

3. The 5 PILLARS (Area of Focus)

DEVELOPING AMENITIES

Ensuring we're building the amenities the community wants through community engagement

<p>4.2 DEVELOPING AMENITIES</p> <p><i>Ensuring we're building the amenities the community wants through community engagement</i></p>	<p>High Priority Strategies</p> <hr/> <p>Community Engagement</p> <ul style="list-style-type: none"> ● Develop a master plan that covers all areas considering: <ul style="list-style-type: none"> ○ Rinks ○ Sport fields ○ Community garden ○ Spray parks ○ Green initiatives <p>Establish a Community League Infrastructure Committee</p>	<p>Other Strategies and Opportunities</p> <hr/> <ul style="list-style-type: none"> ● Recruit for Facility Development Director
<p>ACTION PLAN</p>		

GOVERNANCE

To create an inclusive team by providing education and clarity to board members

<p>4.1 GOVERNANCE</p> <p><i>To create an inclusive team by providing education and clarity to board members</i></p>	<p>High Priority Strategies</p>	<p>Other Strategies and Opportunities</p>
	<ul style="list-style-type: none"> ● Bylaw review ● Reaching out to members to fill specific roles ● Orientation of new volunteers ● Welcoming new volunteers 	<ul style="list-style-type: none"> ● Policy feedback and review ● Revise the Code of Conduct ● Trust building ● Communication improvements with board members ● Meeting Structure review
<p><u>ACTION PLAN</u></p>		

SAFETY

Creating safe and caring communities for everyone

4.3 SAFETY	High Priority Strategies	Other Strategies and Opportunities
<p><i>Creating safe and caring communities for everyone</i></p>	<p>Make Neighborhoods Feel Connected:</p> <ul style="list-style-type: none"> ● Get to know your neighbour events such as block parties ● Abundant community edmonton ● recruit block connectors ● Use Communibee and Next Door Apps to build connections <p>Safer Roads:</p> <ul style="list-style-type: none"> ● Bike Lanes ● Crosswalk flash lights ● Solar powered speed sign similar to the one installed at Michael Strembitsky for all schools 	<ul style="list-style-type: none"> ● Keep Connected with Ellerslie CL and other neighbouring CL's to promote area wide safety ● Neighbourhood Watch ● Use website and other communication tools to promote Safety ● Supporting schools to access playgrounds safely
<p>No Action plan as of 2021</p>		

MEMBERSHIP AND COMMUNITY ENGAGEMENT

To promote membership and community engagement

4.4 MEMBERSHIP and COMMUNITY ENGAGEMENT	High Priority Strategies	Other Strategies and Opportunities
<p><i>To Promote membership and community engagement</i></p>	<p>Promote community attendance to monthly meetings</p> <ul style="list-style-type: none"> • Develop a calendar of events • Use Facebook to build community engagement <p>Increase membership</p> <ul style="list-style-type: none"> • Plan and execute a membership drive • Promote the value of community • Builders to provide 1 year membership for new homeowners • More membership equals more volunteers 	<ul style="list-style-type: none"> • Investigative Committee-Research and possibly reevaluating Community League Boundaries • Age specific programs (youth, kids, seniors) • Utilize the experience from the volunteers who worked on the playground committees to assist the board. • Establish Community connectors (ACE) • Volunteer recognition • Communications with Organizations
<p>No Action Plan at this time</p>		

STRATEGIC PARTNERSHIPS

Working collaboratively with businesses and organizations in the community to bring value to our membership

<p>4.5 STRATEGIC PARTNERSHIPS</p>	<p>High Priority Strategies</p>	<p>Other Strategies and Opportunities</p>
<p><i>Working collaboratively with businesses and organizations in the community to bring value to our membership</i></p>	<p>HOA's PARTNERSHIPS</p> <ul style="list-style-type: none"> ● Subsidizing of member rates ● Programming strategy ● Event participation and HCL presence Hosting HCL Events ● Business partnerships to offer benefits to community members 	<ul style="list-style-type: none"> ● Recruit Business Director Role ● Business inventory ● OTHER COMMUNITY ORGANIZATIONS-D evelop guidelines of support
<p>No Action Plan at this time</p>		

