



**Summerside Community League (SCL)
Meeting Minutes
February 25, 2019, 6:30pm
Michael Strembitsky School**

Chair: Jordan Weiss, President

Minutes: Marianne Meijer, Secretary

Attendees: Jordan Weiss, Natasha Ballard, Marianne Meijer, Danielle Thorkelsson, Jessica Bosma, Ryan Orr, Donna Molloy, Samantha Miedreich, Rob Plante, Michelle Gosselin.

Regrets: Erin McFarlane, Shelly Whalen, Jeffrey Chaput, Richard Griffiths, Melanie Gizowski, Ashley van Beuningen, Dennis Bekmuradov, Brenda Cleveland.

Guests: Moe Banga (City Councillor, Ward 12), Daryl Hunter (Millwoods Presidents' Council Administrator), Lora Andrishak (Chair, Jan Reimer Playground Committee), Deanne Whalen.

1. <u>Call to Order: Jordan Weiss</u>
Attendance, call to order, and establishment of quorum at 6:46pm A round of introductions was held.
2. <u>Approval of Agenda:</u>
MOTION to accept agenda: Donna Molloy moves to approve the agenda with the addition of "Adding new executive to the signing authority". PASSED MOVED: Donna Molloy SECOND: Rob Plante
3. <u>Approval of Minutes:</u>
MOTION to approve minutes. PASSED MOVED: Natasha Ballard SECOND: Donna Molloy
4. <u>Approval of Consent Agenda:</u>
MOTION to approve consent agenda, which can be found following these meeting minutes. PASSED MOVED: Marianne Meijer SECOND: Ryan Orr
5. <u>Board Reports</u>
a. Jordan Weiss, President
<ul style="list-style-type: none"> • Citizens Police Academy <ul style="list-style-type: none"> • Information was sent out via email on the Citizens Police Academy • Samantha spoke about the academy, you must commit to all the sessions, insight on everything the police do, why they do it, how they do it. There were guest speakers and a tour of the downtown location. Samantha Miedreich recommends the academy. You do have to apply and will be accepted depending on who needs to take it the most. • Jordan Weiss talked about new items being brought forward will be added to the next meeting's agenda, rather than discussed that day. • Board Leadership Training on April 9, 2019: SCL will send 5 representatives (Jordan Weiss, Rob Plante, and Donna Molloy all indicated interest in attending) who will report back to the board

on what they have learned.

- MOTION: Natasha Ballard proposes to have SCL pay for 5 members to take the board training. PASSED.
- MOVED: Natasha Ballard SECOND: Danielle Thorkelsson

b. Natasha Ballard, Vice President

- Nothing new to report.

b. Danielle Thorkelsson Treasurer

- Nothing new/major to report; there have been some expenditures for the Snowflake Festival
- \$196,000 currently in bank account
- Bank Account Signatories
 - Need to add signatories to bank account.
 - MOTION: Donna Molloy moves that current executive (Jordan Weiss, President; Natasha Ballard, Vice-President; Danielle Thorkelsson, Treasurer; Marianne Meijer, Secretary) are added as signing authorities to the bank account and remove all other signing authorities (Michelle Gosselin, Richard Griffith). PASSED.
 - MOVED: Donna Molloy SECOND: Ryan Orr

Moe Banga, Guest, City Councillor for Ward 12

- Introduced himself as City Councillor for Ward 12, indicating he has lived in this ward for the better part of 40 years
- Was trained and worked as an engineer, moved to the police force, then ran for City Council
- Passion is sports, such as soccer
- Attended Snowflake Festival and was very impressed with the event
- Donna Molloy asked Moe Banga about neighbourhood dog park. Moe Banga mentioned it possibly could be a year and a half out. Need to identify a location, and then public consultations prior to moving forward.
- Jordan Weiss mentioned he spoke with Moe Banga at the Snowflake Festival about the Community Centre that is next to Shauna Mae School.
- Moe Banga talked about the annexed area between Beaumont and Edmonton; added land space, an additional ~850 residents. Same services; have to grandfather their costs. First up to vote with the city is transit services to these areas. Moe Banga also mentioned that this annexation does it more complicated with rec centres, ec.
- Moe Banga talked about approval in last budget cycle for a park and ride near Ivor Dent Sports Field.
- Moe Banga talked about the twinning of Parsons Road to South Common and that this is being discussed. Next twinning will be 91st and 66st, which will be discussed in an upcoming supplementary budget conversation in September, 2019.

c. Shelly Whalen, Membership

- No report

e. Brenda Cleveland, Social

<ul style="list-style-type: none"> No report 	
h. Natasha Ballard, Grants/Fundraising/Casino	
<ul style="list-style-type: none"> Nothing new to report 	
i. Jeffrey Chaput, Transportation	
<ul style="list-style-type: none"> No report 	
j. Samantha Miedriech, Neighborhood Watch/Safe Parent	
<ul style="list-style-type: none"> Snowflake Festival was great, Nicole and Don from Neighborhood Watch talked about Safety. Don mentioned some residents raised concerns about the shooting at the Orchards. Don provided Samantha Miedriech's email address, however no one has reached out yet. Samantha Miedriech has resources put together if necessary. Several Snowflake Festival attendees took coloring books. Jordan Weiss asked if Samantha Miedreich needed help with anything. Samantha Miedreich mentioned she's tried hard to bring Notification of Community Crime (NOCC) to Summerside Community League. Nicole works with many neighborhoods. This past year we had a high incident of theft, our NOCC program was targeted, was supposed to have a 3 block canvassing for crime preventing tips. Nicole and Samantha Miedreich had a lot of interest. Jordan Weiss requested that this be brought forward at the strategic planning day. 	
k .Michelle Gosselin, Past-President	
<ul style="list-style-type: none"> Received an email today regarding the Orchards playground and that the committee has developed a website. Lora Andrishak , Guest, discussed that they've created a website that supplements what SCL puts on their website, has map and additional information. Donna Molloy suggested that other playgrounds may be interested in doing a similar approach with creating their own website. 	
6. Old Business	
a. Strategic Planning Day	
<ul style="list-style-type: none"> Jordan Weiss indicated that working with the City, Strategic Planning Day will be on Saturday, March 23, 2019. Jessica Bosma will check with Corpus Christi School for availability and ability for hosting the day. Jordan Weiss and Donna Molloy also mentioned Family Futures, as well as potentially Lexus Southepoint Common, for possible locations. Michelle Gosselin mentioned that the last strategic planning session was also brought forward for general members to attend. The strategic planning day will include discussions around budget allocation for the year. 	
b. Father Michael Mireau playground	
<p>Father Michael Mireau Playground Building Committee requested \$10,000 donation from SCL.</p> <ul style="list-style-type: none"> Discussion was held that if money is donated to FMM Playground Building Committee, it would also need to be given to the other 4 schools. 	

- Father Michael Mireau Playground Building Committee has already received \$5,000 from SCL.
- Danielle Thorkelsson mentioned that all 5 playgrounds have already received \$5k, and that there is still \$15k allocated to the other playgrounds that haven't been requested yet.
- Danielle Thorkelsson clarified that the \$30,000 operating grant from the city funds the SnowFlake Festival, Summer BBQ, GreenShack.
- FMM has done several fundraising events.
- Michelle Gosselin gave some background on the \$5k provided to each playground.
- Jordan Weiss asked about membership dues, to which Danielle Thorkelsson clarified that SCL receives the full \$25 per membership, however this amounts to less than \$10,000 per annum.

MOTION: Donna Molloy moves to provide FMM Playground Committee with a \$10,000 donation.
PASSED.

MOVED: Donna Molloy SECOND: Natasha Ballard

Jordan Weiss mentioned that the Board will develop criteria for future requests for \$10,000 donations, and that this will be discussed at the Strategic Planning Day. This will outline criteria and steps for other playground committees to follow.

7. New Business

a. Proposed Sports Budget and Plan for Year

- Jessica Bosma is working on a plan and has reached out to many potential partners.
- Plan may be presented at the next meeting.
- Jessica Bosma will want to know what a reasonable budget is for sports programming, which will be discussed at the strategic planning day.
- Donna Molloy thanked Jessica Bosma for getting the ice skating together so quickly.

b. Purchasing Gifts for Board Members at Milestone Events

MOTION: Rob Plante moved to table this conversation until Richard Griffiths can attend. PASSED
Moved: Rob Plante SECOND Natasha Ballard

c. Meet Your Neighbors at Brewster's Proposal

- Past-President forwarded this proposal to Donna Molloy; Brewster's initiated the request.
- Brewster's is hoping to host an adult focused night out for SCL members, where the SCL will promote to community as well as purchase appetizers.
- Donna Molloy mentioned that the Ellerslie board is currently hosting this event at Brewster's as well.
- Cost to the SCL would be to purchase appetizers as an incentive, and then attendees would purchase their own drink and food beyond the appetizers.

Jordan Weiss asked if this conversation can be postponed to strategic planning day, Donna Molloy agreed. Michelle Gosselin mentioned that this should be part of the budget allocation discussion.

Discussion tabled until strategic planning day.

d. Membership Needs and Planning Programming

- Donna Molloy mentioned she is hoping to understand what the membership needs are when it comes to programming.
- Jordan Weiss recommended that this conversation be postponed to the strategic planning day.

Discussion tabled until strategic planning day.

e. Elect to Vacant Grant/Fundraising/Casino position

- Jordan Weiss recommends that Robyn Becker be considered for the vacant Grant/Fundraising/Casino position.

MOTION: Donna Molloy moves to elect Robyn Becker to the Grant/Fundraising/Casino position. PASSED.
MOVED: Donna Molloy SECOND: Natasha Ballard

f. Appointing/creating to a new position that approaches businesses

- Jordan Weiss is proposing that a new position be created that would be looking to find business partners in our community and act as a liaison for businesses.
- The intent is to have businesses partner with us, not donating/fundraising.

Donna Molloy recommended to postpone discussion around restructuring until the strategic planning day. Michelle Gosselin mentioned she researched into guidelines for a similar type of a position, however none currently exist on the EFCL website.

ACTION: Jordan Weiss to develop a summary of the position to provide for the strategic planning day. If/when position has been approved, Jordan Weiss to work closely with Erin McFarlane for messaging this position can us.

Discussion tabled until strategic planning day.

g. Changing Community League Name

- With membership covering many communities, there is confusion between the Summerside HOA and Community League
- A proposal will be put forward by Erin McFarlane and Robyn Becker to receive feedback from the community, such as a contest.
- A proposal/parameter of contest will be provided by next meeting.

h. Code of Ethics

- SCL has Board Code of Conduct and Ethics from 2009, however EFCL has released several newer versions since that time.
- Jordan Weiss will amalgamate these versions and go to the board for feedback/input. The feedback/input will be considered for incorporation into the document.
- The final version will be provided to the board prior to the next meeting, for approval at the meeting.

i. Green Shack Program

- City of Edmonton has sent a request for \$1000 for the Green Shack Program, which is considered a donation.
- The Green Shack Program provides games, sports, crafts, music, drama and special events for

kids.

MOTION: Michelle Gosselin motions to donate \$1000 to the Green Shack Program. PASSED.
MOVED: Michelle Gosselin SECOND: Natasha Ballard

8. Upcoming Business

Additional Comments:

- Community Skating at the Orchards is March 3 and March 10.
- Donna Molloy had talked to the MLA for Edmonton-Ellerslie, Rod Loyola's office, who will donate hot chocolate.
- Jordan Weiss mentions that there is no indoor skating in our area to use skating tags; however there is ability to use indoor skating arenas in Millwoods.
- Jordan Weiss would like to thank Brenda Cleveland for all her hard work on the Snowflake Festival.

9. Meeting Adjournment

MOTION to Adjourn: Natasha Ballard
SECOND: Samantha Miedreich

- Meeting adjourned at 8:05 p.m.

Next meeting is March 18, 2019 at Michael Strembitsky School at 6:30pm
Strategic Planning Day is March 23, 2019. Location and time TBD.

Consent Agenda

February 25, 2019

1. **Communications Director Report:** Jan 22 - Feb 13, 2019
Erin McFarlane

Promoting Snowflake Festival

- Shared various Facebook posts, sent out information in e-newsletter and sent Snowflake Festival poster to parent councils for five schools in the area, asking to have the information posted to SchoolZone.

Promoting outdoor community skating

- Information posted to website, events created on Facebook page with link to sign-up, shared several Facebook posts on the SCL Facebook page and group page, and shared info in e-newsletter.
- Will continue to promote Feb. 24 and Mar. 3 events via Facebook and e-newsletter

Promoting playground plans and surveys

- Throughout January and February, playground surveys for Walker North, Walker South and Summerside (FMM) were promoted through Facebook, on our website and via our e-newsletter
- FMM survey is open until Mar. 1 and reminder posts for Facebook are scheduled leading up to the date. Info will go out in February e-newsletter (sending Feb. 20)

Facebook page and community page posts and engagement:

- Our Facebook page and community page continue to be seeing fantastic engagement:

Stats for our official [SCL Facebook page](#) (official League page)

- Our monthly reach (number of unique users who saw our content) was up +36% from the previous month (819 likes)
- Our post engagement (posts that received likes, comments and shares) was up +123%
- We had 48 new people like our [official SCL Facebook page](#) from Jan.16-Feb.12.

Stats for the [Facebook group](#) (where anyone can in the group can comment, share and post):

- New members were up by +28% (total of 4,376 members)
- More than 7,400 posts, comments and reactions (this is *great* news - need this for engagement and to beat the Facebook algorithm)
- Erin will be tabling discussion for adding two new group rules and discussion about admins/moderators at next March Board meeting.

E-newsletter

- January monthly newsletter was sent Jan.16 and had a 51.2% open rate (industry standard is 20%-23% on average).
- E-newsletter about Snowflake Festival and Community Skating was sent Feb.7 and received a 44% open

rate.

- February e-newsletter will be sent on Feb. 20 to promote Snowflake Festival one more time, playground surveys, community skating and outdoor soccer registration.

Communications related discussions to be tabled as Erin is unable to attend February meeting.

2. Program Director Report: February 2019

Donna Molloy

Activity Done this month:

- Met with Brewsters about Meet and Greet and provided proposal to Board
- Prepared Partnership Agreement and initiated plan to provide to Residents' Associations to formalize agreement. On hold until strategic planning occurs.
- Attended Mill Woods Presidents' Council and working on Youth Centre Project
- Attended Community Engagement Workshop through EFCL
- Needs Assessment Survey to be conducted at Snowflake Festival to gather additional input on program planning

Upcoming:

- Identify contacts with other Community Leagues to support programming and cooperative program planning (Leefield, Knottwood, Meadows, Ellerslie, etc.)
- Waiting on Strategic Planning before proceeding with Programming or Partnerships

3. Soccer Director Report: February 2019

Ryan Orr

- Registration for the outdoor soccer season continues until February 28, 2018
 - Erin updated Summerside community league website with information and will include Facebook posts associated with registration and the MW selects Club team tryout schedule
- MWSA is going to do a pilot project for expanding its program to include children as young as 18 months. Currently the youngest age group offered by MWSA is U4. The pilot project is expected to start in the 2019 indoor soccer season. Will formally post details on website and facebook once available.
 - The initiative is in response to a private program called "Little Kickers"
<https://www.littlekickers.ca/> and offers programs for children aged 18 months up to 7 yrs old.
 - The Little Kickers program is soliciting community leagues for available space to offer their programming
 - MWSA will focus on offering a program in line with the Canadian Soccer Associations Grass

roots development program.

4. Secretary Report: February 2019

Marianne Meijer

- Attended a Board Governance Workshop on February 2, will share resources soon.
- Onboarding resources have been sent to board on February 8.
- In collaboration with board, intent is to review the board onboarding process, position descriptions, and current policies/procedures.
- Working on developing a central location for resources, such as a Google Team Drive

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