

# Board Strategic Planning Meeting Minutes



Date/Time: Sunday November 4, 2018, 12:00 - 4:00 PM

Location: Johnny Bright School Library

Chair: Rob Powell

## Call To Order

The meeting was called to order by Rob Powell at 12:05 PM. The rules of regular board meetings were not followed as nothing was to be motioned. The next regular board meeting will be Wednesday November 21, 2018.

## Attendees

Rob Powell, Jill Gurela, Diana Powell, Jonathan Spence, Tunde Obasan, Marcelo Figueira, and Lana Tarnovetskaia

## Absent

Freya Fu, Danita MacDonald, Garrick Ma, Carolyn Gillespie

## Agenda

The purpose of the meeting is to:

- Discuss the vision/mission/guiding principles of the league;
- Discuss guidelines for how casino funds should be distributed going forward for projects, especially playgrounds;
- Brainstorm project ideas for the various neighbourhoods of the league;
- Decide what project do and don't need to be ranked;
- Agree on a ranking system;
- Rank project ideas; and
- Determine the next steps.

## Vision/Mission

The EFCL's mission and vision seem to be a good starting point to build our own mission and vision. It should be something like:

"We bring community members together and promote recreational activities by providing programming and special events, and helping to build infrastructure."

It was discussed that our purpose is not necessarily to be an advocacy group because we cannot say that we truly represent our residents on various issues. We can only help express the concerns of residents and facilitate answers to their questions.

The mission and vision statement for the league will be discussed further and completed before the AGM in April 2019. **(ACTION ITEM)**

## Guiding Principles for Projects Planning

The following guiding principles were discussed and generally agreed to:

- Every residential neighbourhood in the league should have a playground if possible and one that is in good condition before any neighbourhood gets a second playground at another park site. For example, Allard has a park on the East side.
- School site playgrounds are a priority because of the number of children impacted.
- We should have different types of playgrounds in each neighbourhood for variety.
- We won't unnecessarily duplicate facilities. For example, Callaghan is building a spray park. There's no point in building one in Allard Park or Blackmud Creek Park. Other things should take priority.
- The league shouldn't be stretched so thin with projects that running current facilities, programs and special events are affected or sacrificed.
- Building a community league hall is a possibility, not a necessity. It's a huge undertaking. Many leagues don't have a hall and are choosing not to build one. Many older leagues that have a hall are struggling to maintain them or renovate them. Prioritizing building a hall would sacrifice the many other things that we should accomplish in the short and middle term.
- We will consider that a district park will be built in Heritage Valley in the future, and that the district park will include many amenities, such as a concrete skate park.

## Guidelines for Distributing Casino Funds to Playground Projects

The following guiding principles were discussed and agreed to:

- A policy should be written specifically for funding playground projects because circumstances change over time. Past decisions made by the board cannot set precedence for future decisions.

- The new policy should including verbiage to the effect of:
  - A one-time amount of \$500 will be provided to a playground committee to cover administrative costs. This is not a per year allowance. A minimum of \$250 must be claimed at a time with receipts by a playground committee using the league's expense report form.
  - Each playground committee will be given \$10,000 initially. This will cover the \$5,000 required by the City of Edmonton to begin the project process and an additional \$5,000.
  - Any additional funds provided by the league to a playground committee will be based on volunteers from that neighbourhood at community events and casino fundraisers. The amount earned by the playground committee will be at a per person rate established by the league board at the time, taking into consideration the current financial constraints of the league.
  - First priority will be given to a playground committee that has not had an opportunity to raise funds through volunteering since the time that another committee has.
  - Other funding sources secured by a playground committee will also be considered in the discretionary disbursement of casino funds by the league.

## Project Ideas and Rank/No Rank

### Definitions

- Need: something that has to happen.
- Possibility: an idea that we aren't necessarily committed to but might benefit the community.
- Want: something that some residents in a neighbourhood have expressed interest in.
- Short Term: next 5 years.
- Medium Term: next 5-10 years.
- Long Term: beyond 10 years.

### Multi-Neighbourhood

#### Needs

- Replacement of interpretive trail signs. (medium term) ~\$5,000
  - No need to rank. Small amount.
- More bridges across Blackmud Creek in strategic locations.
  - No need to rank. Something to work with the City on.

- Picnic area(s) around the Blackmud Creek.
  - No need to rank. Something to work with the City on.
- Off leash dog area(s).
  - Should be ranked.
- Community garden(s).
  - Should be ranked.

### Possibilities

- Installation of community league branded signs on light posts at the entrances of communities to increase community league awareness and sense of community. (medium/long term) ~\$10,000-\$20,000
  - Nice-to-have for the league. No need to rank. Maybe in the future.
- Lockable message board by storm water ponds, like Blackburne Creek's has but smaller, to get the word out more effectively. (short term) ~\$?,???
- No need to rank. Something we should look into, budget for, and do regardless, for various neighbourhoods.

### Wants

- A spray park in every neighbourhood.
  - No need to rank. Not viable or necessary.

### Allard

#### Needs

- A permanent rink shack is required. (short term) ~\$500,000-\$600,000
  - Should be rank.
- Expansion of school playground. (short term) ~\$500,000
  - No ranking. Will be covered under a new policy.
- New snow removal equipment will eventually be needed. (short/medium term) ~\$10,000
  - No need to rank. We can keep the equipment going for a while. It will be budget for when necessary.

### Possibilities

- Purchase used Zamboni for ice maintenance (medium term after rink shack built) ~\$30,000.
  - This will not be ranked right now but considered in plans for a rink shack's design.

### Wants

- Build another playground on the East side of Allard. (long term) ~\$700,000
  - No need to rank. This does not align with our guiding principles at this time.
- Off leash dog area in the East park. (short/medium term) ~\$??,???
- Should be ranked but in a general sense, not specific to Allard.

### Blackburne Creek

#### Needs

- Their existing playground has to be replaced. (short term) ~\$525,000
  - No ranking. Will be covered under a new policy.

#### Possibilities

- Little Free Library in the playground. (short term) \$300
  - No need to rank. Such a small amount.

### Wants

- \$40,000 more of casino funds for the playground redevelopment. (short term)
  - No ranking. Will be covered under a new policy.

### Blackmud Creek (aka Southbrook)

#### Needs

- Repair or replacement of road sign letter compartment. (short term) ~ \$1,000-\$5,000
  - No need to rank. In the budget already.

#### Possibilities

- Two tennis courts. Backed up by survey. Part of conceptual design for the site by the City of Edmonton. (short/medium term) ~\$150,000
  - Should be ranked.
- Little Free Library in the playground. (short term) \$300
  - No need to rank. Such a small amount.

### Wants

- Snowbank rink. (short term) ~\$12,000 / year
  - No need to rank. Not financially viable at this time. Maybe with volunteers at a later date.

## Callaghan

### Needs

- A changeable letter Park road sign. (short term) ~ \$8,000
  - No need to rank. This should be put in the next budget.

### Possibilities

- Basketball court. (short/medium term) ~\$40,000-50,000
  - No need to rank. We will already have two places to play basketball. A third in the middle would be too much of a replication of facilities.

### Wants

- More casino funds for the spray park (short term) \$??,???

  - No ranking. Will be covered under a new policy.

## Cashman

### Needs

- n/a (yet)

### Possibilities

- Add more outdoor fitness equipment on the path by the pond. (medium term) \$10,000
  - No ranking. The existing equipment is rarely used. Adding more doesn't make much sense at this time.

### Wants

- n/a (yet)

## Cavanagh

### Needs

- A changeable letter Park road sign. (medium term) ~ \$8,000.
  - No need to rank at this time.
- Playground once Catholic School construction is announced. (medium term) ~\$700,000
  - No ranking. Will be covered under a new policy.

### Possibilities

- n/a (yet)

### Wants

- n/a (yet)

## Richford

### Needs

- Small playground will need to be replaced eventually. (medium term) \$200,000
  - No ranking. Will be covered under a new policy.

### Possibilities

- n/a (yet)

### Wants

- n/a (yet)

## Ranking System

The board discussed that financial planning will have to be done at a separate time. Things like maintenance requirements of a project idea will be part of that planning, not ranking. Another thing that will not be considered in ranking projects is the length of time that it will take to complete a project. If a project needs to get done, it will take however long it does.

After some deliberation the following ranking system was agreed to by the board, with four criteria:

1. Perceived urgency/necessity of a project (1=Low, 5=High).
2. # of residents potentially benefiting from a project (1=Few, 5=Very Many)
3. Relative benefit to the league/other stakeholders (1=Low, 5=High)
4. Average survey score from residents (1=Low usage, 5=High Usage)

The score from 1 to 5 of each criteria will be multiplied by a factor of 6, 6, 4, and 4 respectively, resulting in a score up to a maximum of 100. The higher the total score, the higher the priority a project will be.

## Project Rankings

It was decided that since the league doesn't know yet exactly where we could put things like an off-leash dog area and community garden, that those ideas would not be evaluated specific to a neighbourhood but in the general sense. Where they would go would be figured out later in consultation with the City of Edmonton and then by surveying residents if necessary. The preliminary rankings were determined by the board members present at the meeting.

### Permanent Rink Shack in Allard

1. Urgency/necessity Score of 4 X Weight of 6 = 24
2. Residents benefits Score of 5 X Weight of 6 = 30
3. Other benefits Score of 5 X Weight of 4 = 20
4. Resident Survey Score of TBD X Weight of 4 = TBD

Total = TBD

### Off Leash Dog Area

1. Urgency/necessity Score of 3 X Weight of 6 = 18
2. Residents benefits Score of 5 X Weight of 6 = 30
3. Other benefits Score of 4 X Weight of 4 = 16
4. Resident Survey Score of TBD X Weight of 4 = TBD

Total = TBD

### Community Garden

1. Urgency/necessity Score of 2 X Weight of 6 = 12
2. Residents benefits Score of 2 X Weight of 6 = 12
3. Other benefits Score of 1 X Weight of 4 = 4
4. Resident Survey Score of TBD X Weight of 4 = TBD

Total = TBD



## Permanent Skate Park

1. Urgency/necessity Score of 1 X Weight of 6 = 6
2. Residents benefits Score of 2 X Weight of 6 = 12
3. Other benefits Score of 2 X Weight of 4 = 8
4. Resident Survey Score of TBD X Weight of 4 = TBD

Total = TBD

## Tennis Courts in Blackmud Creek Park

1. Urgency/necessity Score of 2 X Weight of 6 = 12
2. Residents benefits Score of 3 X Weight of 6 = 18
3. Other benefits Score of 3 X Weight of 4 = 12
4. Resident Survey Score of TBD X Weight of 4 = TBD

Total = TBD

## Next Steps

### Survey

A survey will be created to solicit the opinion of residents on the items ranked by the board today. Residents will be asked to rate ideas from 1 to 5 based on how much they are likely to use an facility: 1 being very little and 5 being a lot. The average score of each project idea will be incorporated into the final ranking of the projects, giving the league a prioritized list of projects to work on. **(ACTION ITEM)**

### Policy

A BCCL Funding Policy for Playground Projects will be drafted by Diana Powell, shared with the board to collaborate on, and motioned for approval at the next board meeting. **(ACTION ITEM)**

## Next Board Meeting

Wednesday November 21, 2018 from 7:00 - 9:00 pm, location to be determined.

## Adjournment

The meeting was called to an end by the chair at 3:55 pm.

# APPENDIX A

## Resident Survey Results

December 31, 2018

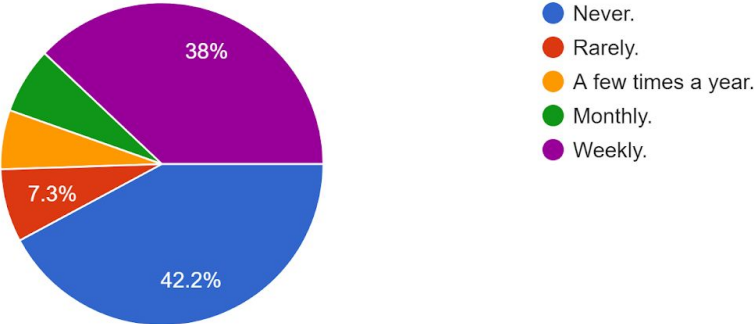
**287 responses to the survey were received.**

Response Scoring System

Never =1, Rarely = 2, A few times a year = 3, Monthly = 4, Weekly =5

How likely would your household be to use an off-leash dog area?

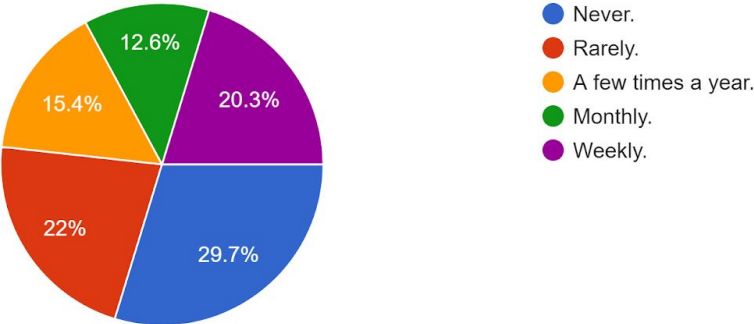
287 responses



Average Score: 2.9

How likely would your household be to use a community garden?

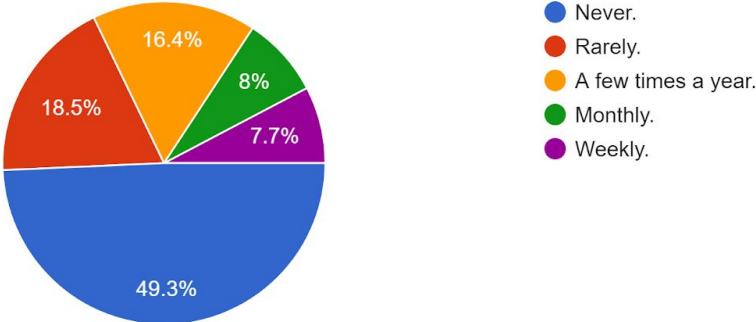
286 responses



Average Score: 2.7

### How likely would your household be to use a skate park?

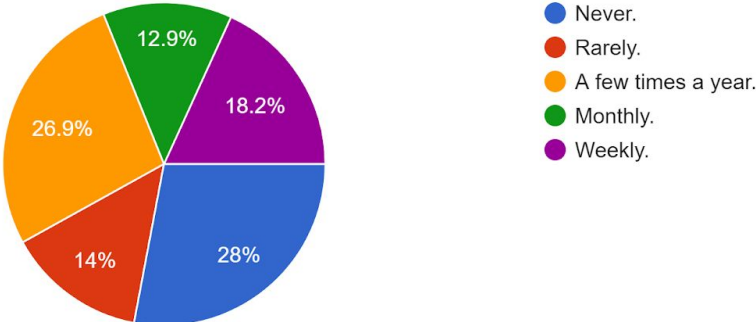
286 responses



Average Score: 2.1

### How likely would your household be to use tennis courts?

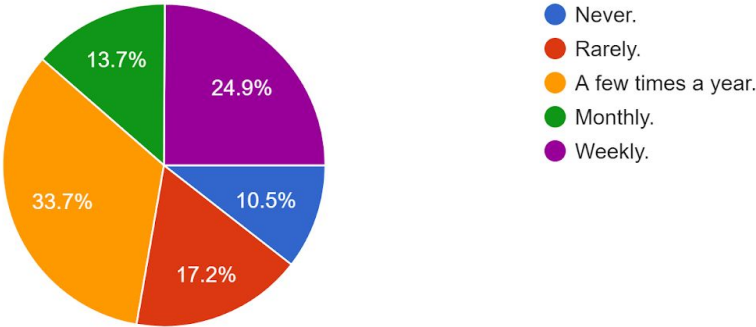
286 responses



Average Score: 2.8

### How likely would your household be to use a permanent rink shack in Allard built to serve some of the purposes of a small hall?

285 responses



Average Score: 3.3

# APPENDIX B

## FINALIZED PROJECT PRIORITIZATION

February 19, 2019

## Permanent Rink Shack in Allard

## Priority Ranking

- |                                  |   |                    |    |
|----------------------------------|---|--------------------|----|
| 1. Urgency/necessity Score of 4  | X | Weight of 6 = 24   |    |
| 2. Residents benefits Score of 5 | X | Weight of 6 = 30   | #1 |
| 3. Other benefits Score of 5     | X | Weight of 4 = 20   |    |
| 4. Resident Survey Score of 3.3  | X | Weight of 4 = 13.2 |    |
| <b>Total = 87.2</b>              |   |                    |    |

## Off Leash Dog Area

- |                                  |   |                    |    |
|----------------------------------|---|--------------------|----|
| 1. Urgency/necessity Score of 3  | X | Weight of 6 = 18   |    |
| 2. Residents benefits Score of 5 | X | Weight of 6 = 30   | #2 |
| 3. Other benefits Score of 4     | X | Weight of 4 = 16   |    |
| 4. Resident Survey Score of 2.9  | X | Weight of 4 = 11.6 |    |
| <b>Total = 75.6</b>              |   |                    |    |

## Tennis Courts in Blackmud Creek Park

- |                                  |   |                    |    |
|----------------------------------|---|--------------------|----|
| 1. Urgency/necessity Score of 2  | X | Weight of 6 = 12   |    |
| 2. Residents benefits Score of 3 | X | Weight of 6 = 18   | #3 |
| 3. Other benefits Score of 3     | X | Weight of 4 = 12   |    |
| 4. Resident Survey Score of 2.8  | X | Weight of 4 = 11.2 |    |
| <b>Total = 53.2</b>              |   |                    |    |

## Community Garden

- |                                  |   |                    |    |
|----------------------------------|---|--------------------|----|
| 1. Urgency/necessity Score of 2  | X | Weight of 6 = 12   |    |
| 2. Residents benefits Score of 2 | X | Weight of 6 = 12   | #4 |
| 3. Other benefits Score of 1     | X | Weight of 4 = 4    |    |
| 4. Resident Survey Score of 2.7  | X | Weight of 4 = 10.8 |    |
| <b>Total = 38.8</b>              |   |                    |    |

## Permanent Skate Park

- |                                  |   |                   |    |
|----------------------------------|---|-------------------|----|
| 1. Urgency/necessity Score of 1  | X | Weight of 6 = 6   |    |
| 2. Residents benefits Score of 2 | X | Weight of 6 = 12  | #5 |
| 3. Other benefits Score of 2     | X | Weight of 4 = 8   |    |
| 4. Resident Survey Score of 2.1  | X | Weight of 4 = 8.4 |    |
| <b>Total = 34.4</b>              |   |                   |    |