



2010 ANNUAL REPORT

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LEAGUE VISION & MISSION

Vision (2010)

Alberta Avenue Community League is an inclusive organization that demonstrates active leadership in the community

Alberta Avenue Community League Mission (2010)

To build a healthy, vibrant and connected community by facilitating inclusive programming and social opportunities through responsible caretaking of our facilities and our neighbourhood.

LEAGUE BYLAWS

The board identified a number of needed bylaw changes so we conducted a bylaw review. It was decided to adopt a complete set of new bylaws based on the template recommended by the EFCL - Edmonton Federation of Community Leagues. These bylaws provide more explanation and detailed procedures. Significant changes include: addition of associate membership, removal of two term limit on board members, no trustees and the ability to have two members review the books rather than just an accountant.

The league currently operates under bylaws passed at an Annual General Meeting on December 12, 2006 and filed with Corporate Registry on May 30, 2007. A copy of the bylaws is available on our website under About Us.

BOARD OF DIRECTORS

Elected to the board at the Annual General Meeting on March 23, 2010 for the term 2010-2012:

Karen Mykietka, President
David Jones, Secretary
Brendan van Alstine, Director (ratified September 2009 appointment)
Benjamin Ryder, Director
Cora Shaw, Director
Chris Martin, Director
Ann Pugh Jones, Director

The following people continued in their 2 year terms (2009-2011):

Dawn Freeman, Vice-President
John Rhebergen, Treasurer
Gerard Forget, Director
Greg McNulty, Director

Board changes over the year:

Benjamin Ryder resigned in September 2010.
David Jones resigned effective April 2011.

Board positions as of April 2011:

EXECUTIVE

Karen Mykietka, President

Vice-President

Secretary

Treasurer

DIRECTORSHIPS

Chris Martin, Director

Cora Shaw, Director

Ann Pugh Jones, Director

Brendan van Alstine, Director

3 director vacancies

Term continues to 2012

Position up for election

Position up for election

Position up for election

Term continues to 2012

Term continues to 2012

Term continues to 2012

Term continues to 2012

Up for election

COMMUNICATION

An important part of all League activities is communication. Ongoing communication is achieved via:

- A quarterly **newsletter** mailed or delivered to 2200 houses and apartments in the League boundaries.
- An up-to-date **website** with rental info, board list, program info and more.
- A **permanent sign** with message board.
- Regular **emails** to all our Alberta Avenue and/or area contacts.
- **Advertising** in the Rat Creek Press as needed to promote programs and events.
- **Posters** around the neighbourhood for events and programs.
- Regular checking of phone messages and prompt return of calls.
- Regular evening office hours.

Alberta Avenue Neighbourhood	
Total Population	6,082
Total Residences	3,102
Number of blocks	~90

MEMBERSHIP

The membership year is September 1 to August 31 as set out by the Edmonton Federation of Community Leagues. Our membership rates are \$20 for family (two or more people) and \$10 for single (one person). The board does not propose any fee changes.

Membership sales by year and type

*first 6 months

Year	Single	Family	Non-voting	Total
2007-08	7	30		37
2008-09	35	99		134
2009-10	44	104	14	162
2010-11*	23	73	31	127

The goal for 2010-11 is to reach 300 memberships. In an effort to reach this goal, a membership drive was organized.

The package members received was updated to include discount coupons for seven area restaurants, in addition to the existing Edmonton Federation of Community League (EFCL) brochure, EFCL sticker, Community League Wellness Program brochure, Prairie Gardens Corn Maze coupon, Carrot 2 for 1 coupon, and the required number of skate tags. Fifteen volunteers and all existing board members committed to canvassing a one or two block area near their home.

The league provides the opportunity for people to buy memberships with seven scheduled office hours a week as well as appointments and walk-ins at other times. In addition to the campaign described above, assistance is required in pursuing membership renewals by phone to increase membership numbers. A consistent volunteer base for the annual campaign, more local merchants offering a discount coupon for the membership package, and the ability to purchase a membership online using PayPal should increase membership numbers.

We have been selling non-voting memberships to residents outside our boundaries. The new proposed bylaws add a non-voting associate membership category for any non-resident person who wishes to support the league and who has first purchased a membership in his or her home league. Non-voting members are NOT entitled to all the same benefits as voting ones. For example, they not do receive the member hall rental discount but can access our community swim.

VOLUNTEERS

Volunteers are the heart and soul of a community league. It starts with people willing to join the board, but if it stops there very little will be accomplished. Many of our regular volunteers continued to support the league with their time in 2010 but overall the number of volunteers and volunteer hours was down.

Estimated Volunteer Hours 2010	
ACTIVITY	HOURS
Board meetings	200
Centre management	600
Facility maintenance	100
Computer support	20
Rink	200
Spring clean up	50
Summer sports	40
Programs/events	50
Farmers' Market	300
TOTAL	1560

Thank you volunteers!

Our Community League could not operate without you.

STAFF

The league continued the position of Facility and Program Manager for 15 hours a week at \$20 an hour in 2010 paying for the position completely out of league funds (the position started in 2009 with seed money from the City. The scope of the job needs much more than 15 hours a week so in reality the manager, Jodi Doesburg, has been sharing the workload with Karen Mykietka, the president.

In January 2010, Steven Michos took on the position of Facility Caretaker on a contract basis which included cleaning and maintenance. Steven invoiced the league for 1000 hours of work in 2010 at \$17/hour which averages to 19 hours a week. He is very handy, able to do general repairs, plumbing, electrical and welding. Steven actually worked many more hours than he billed us for volunteering a lot of his time. He assisted with the rink formation and maintenance and was available when needed to check the hall security, unlock or lock up for renters or meet with other contractors.

Steven Michos had a shoulder injury which prevented him from doing too much snow shoveling, so Charles Williams was hired to do the majority of the league's snow removal as well as the snow removal for the corner building to the east which PAAFE (Prostitution and Awareness Foundation of Edmonton) contracts us to do.

SPORTS, PROGRAMS & EVENTS

One of the league's goals for 2010 was to focus on successful programs. In the past we have found that while there may be a lot of initial interest in programs, the desire and manpower to take on most programs is not there. Instead of using AACL staff to run programs, we have had a lot of success in having other groups use the space to run programs that are open to our community.

Community Swim

The League provides a free community swim for its members at Eastglen Leisure Centre on Sundays from 12pm to 2pm. In 2010, the cost per Sunday to the league was \$26.11 and there were 366 visits (approx cost of \$3.70 per visit). The league also paid \$575.82 for a summer swim program which provided members with free swimming at various times at three outdoor swimming pools (Millcreek, Borden and Oliver). Numerous residents purchase a membership solely for the free swim and community league discount at City facilities.

Preschool Gym

One session of preschool gym was run in 2010 with Sara Hendricks, a local resident who is also a mother of three and a Phys Ed Teacher. The classes focused on gross motor activity, cooperative play and building confidence in children. Eight children participated in the class, most of which from Alberta Ave, and participants were keen to continue the classes, however scheduling became an issue.

Yoga

Yoga classes ran all year long except for July & August. Melanie Ustina, an Alberta Avenue resident, taught the classes again this year. Her classes were very popular so we had to run two classes a week on Tuesdays and Wednesday evenings and even then there was often a waiting list. Alberta Avenue members were given priority in registering. About 80 people participated in yoga over the year—three quarters of them from Alberta Avenue.

Hoopgirl

Nina Wosar, a certified Hoopgirl Instructor ran three sessions of Hoopgirl Fitness in Hodson Hall. Hoop dance is a form of holistic exercise that strengthens and tones core muscles, improves balance and flexibility, releases stress and boosts energy and self-confidence. Nina ran Beginner and Intermediate classes on Mondays nights with much success. Nina had an opportunity to run classes on the south side of the City and so has moved. About 40 people participated in Hoopdance over the year.

Zumba Fitness

Latin inspired international dance steps and music come together to create a dynamic, exciting and effective fitness workout that is good for the mind, body and soul. Aura Magana ran one session of Zumba Fitness classes on Wednesdays and Sundays this year. The program, run as a rental rather than a facility run program, was initially intended for the local Salvadorean Community however Aura has opened her doors to the community and the class continues to grow.

Fitness Bootcamp

Candace Taha ran a twice weekly Fitness Bootcamp in the Gym geared to all fitness levels. This program is also run as a rental so Candace takes care of all of her registration, having registered participants and drop-in participants for those who are unable to commit to a full session.

HALO Youth

HALO Youth is still being run in the City however the organizers were unable to obtain sufficient numbers to run another session at AACL.

Seniors Drop-In

AACL ran a Senior's Drop-In at the beginning of 2010 on Thursday afternoons. Seniors were invited to come down for games and snacks and then peruse the Farmers' Market. The AACL had difficulty finding anyone to host these Drop-Ins on a weekly basis so we no longer run this program.

Playgroup

At the beginning of 2010 AACL hosted a playgroup that was attended by a few families on a regular basis. The League had difficulty finding anyone interested in hosting this program and has since cancelled it.

Pub Night

AACL has hosted three successful Pub Nights to date with between 30 and 55 attending. This is a chance for members of the community to socialize with one another in a friendly atmosphere, play games, enjoy tasty snacks, and each other's company. The League initially proposed that we have a quarterly Pub Night however many attendees have suggested that a monthly event would be favourable. The League requires volunteers to organize and staff these events.

Family Day

The league partnered with C.R.U.D. to offer a family skate and hotdog roast on Family Day. Activities included skating, broomball, snow painting and a wiener roast. This event was well attended with lots of positive feedback from the attendees.

Green Shack

The League once again sponsored the City of Edmonton Green Shack in the Alberta Avenue Park. The program ran Monday to Friday for eight weeks in July and August 2010. The site averaged 8 participants/hour (over city average). AACL and the City of Edmonton also sponsored the Green Shack in Norwood Square Park. The program ran Monday to Friday for seven weeks in July and August 2010. The site averaged 4 participants/hour (unusually low because the adjacent Norwood Family Centre was closed for renovation over the summer).

Registered Soccer

All the area children wishing to play registered outdoor or indoor soccer through the North East Zone are pooled and run under the Delton Community League. In 2010, 62 area children registered in outdoor soccer and 22 in indoor soccer. Of those in outdoor soccer, 15 were from Alberta Avenue. Delton runs an excellent soccer program including trophies and an award banquet. The League extends its gratitude to Sue Nozack, Delton's soccer director, and all the volunteer coaches.

Summer camps

The league hosted three City of Edmonton Registered summer camps at the community centre in July & August (Carnival, Sports & Multi-Mania). The camps provide affordable recreational and educational opportunities for neighbourhood children.

Art Camp

The Alberta Ave Community League ran two Art Camps during Spring Break 2010 (Mon, Mar 29 – Thurs, Apr 1), one in the morning and one in the afternoon. The classes ran for four days at a cost of \$50 per participant. The instructor was Lorraine Shulba, a local artist. 10 participants came from the Alberta Ave community, 11 from surrounding communities (Parkdale, Highlands) and 2 from St Albert, ranging in ages from 5 to 11 years.

Rink

A snow bank rink was opened at the 2010 Deep Freeze Festival. This is the second year Alberta Avenue has made a rink. After the festival, the rink was opened from 4pm to 8pm during the week and 1pm to 6pm on the weekends, weather permitting. The rink gate is opened and closed by volunteers; skaters skate at their own risk unsupervised. Whenever possible volunteer rink hosts worked on the weekends to open the back of the hall for a warming area, bathroom access and to run a concession and give free hot chocolate to skaters. The season ended in early March.

Ice making for the snow bank rink 2010/11 season did not start until December 2010 due to a warm fall. This year we did not use tarps as we found it difficult to get the ice started last year with all the air pockets. This season Steven Michos and Charles Williams pretty much this the rink on their own. With the late start, the rink wasn't quite ready for the Christmas holidays which worked out since the fenced area was being prepared for the Deep Freeze Festival and could not be left unlocked and unattended.

Spring Clean-up

On Saturday, May 1 seventeen volunteers came out to help with a spring clean up (5 adults, 12 children). The grass was raked and leaves bagged. Garbage was picked up. The garage was completely emptied, sorted and reorganized. The hard working volunteers were rewarded with pizza and a movie.

Farmers' Market

The spring of 2010 saw the market turn one year old and enter into its second year. The league ran the market concession from January to May with a handful of dedicated volunteers after which time vendors provided concession services. Over the course of the spring and summer, the league received an increase in feedback about the selection and quality of products available. Most notably, residents wished for more food products and consumables and fewer crafts. The league formed a steering committee comprised of two board members, two vendors, and several community members. As a result of the feedback offered by the community and input by market consultants, several changes were implemented including seeking a new manager. Many of the existing vendors chose not to return and we began rebuilding the market focusing on the needs of the community. Kerrie Miller joined us as the interim manager and we began building a new stable of vendors. We're hoping that 2011 brings a new success to our market and that the community comes out to enjoy the changes we've made.

PLAYGROUNDS

In the spring of 2010 the main portion of the Alberta Avenue playground was replaced after being damaged by fire the previous fall. The playground replacement was covered under the City of Edmonton insurance. The play features of the new equipment are quite similar to the old playground.

DEVELOPMENT

Notices regarding development within League borders are provided by the City of Edmonton to the Community League. The League reviews all development notices especially those that may present potential safety concerns for the neighbourhood. New liquor store or second hand developments are usually taken forward to the Subdivision and Development Appeal Board (SDAB) by the League. The League also works in cooperation with residents who live in close proximity to a proposed development encouraging them to get involved by petitioning and attending the appeal.

We tell developers who approach the League for community approval to consult with the surrounding residents. The League leaves it up to residents around a proposed development to make their views known to the developer and will not usually provide any type of support letter for a development that neighbours are opposed to. The League is always willing to host meetings for developers and residents to share and discuss information.

2010 has been a very busy year. There have been many small development permits requests mostly for decks and garages and some mediums size ones where the developer wanted to attach a garage to the main house or to add another story to their house.

We have had a number of large developments that have wanted to rezone as well. There was the bottle depot on 111 Ave and 93 St. They are actually looking at relocating across the street which appears to be a better location for this development.

We have had two DC2's that have yet to be brought before City Council. One is located on 94th St between 111 and 112 Aves. This is 24 units and they are looking to have 100% Cornerstone funding for affordable housing. They had their open house in November. The other is Norwood Village Apartments. (<http://www.norwoodvillageapartments.com/>). They had two meetings to discuss this development and are going before council on May 2.

Two board members, Cora Shaw and Gerard Forget, attended an all day workshop with regards to brown fields in the city and how and when to develop them. Cora is also hoping to take the Planning and Development course in the spring or fall.

Cora Shaw, the league development director, also attended the SDAB in regards to a developer that we had been dealing with for 2 years. He was finally shut down and the 2 duplexes on 97 St and 116 Ave are vacant right now. He originally wanted to run 2 recovery homes there and he was told no. He reapplied to have them as a boarding home and that was also turned down. Then he wanted to open them as limited group homes and SDAB said no. He gave up as he was bankrupted through the process.

2011 looks as if it will be busy as well. There will be the public hearings for both DC2's. We hopefully will hear more about the demolition of the old Cromdale Hotel. We look forward to seeing what 2011 will bring.

FACILITY

In 2010, the league spent \$22,864 on facility repairs & maintenance as follows:

Caretaker maintenance wages	\$6987
Furnace	\$1708
Electrical	\$2507
Kitchen maintenance	\$1880
Snow removal	\$2793
Fire Inspection	\$1200
Equipment rental	\$990
Signage	\$418
Other	\$4381

In 2010, the league:

- Installed sound baffles in the gym which improved the sound quality greatly.
- Added a bar table and stools to the lounge.
- Added a fridge and stove to the Lutz Room.
- Conducted a variety of electrical upgrades included new brighter light fixtures in the west entry, install a motion sensor for the west washroom lights and made upgrades to our 220 electrical services used for festivals and events.
- Added temporary signage above west and front doors as we have removed our sign when we put up the murals on the front and there was nothing identifying our building.
- Added signage around the inside of the building identifying rooms and providing directions.
- Painted east side hallways and doors (there are no more green doors!).
- Moved a metal box from behind the garage that used to be a garbage bin to the north side of the garage for firewood storage.
- Conducted floor maintenance (buffing & waxing) ourselves rather than contracting it out. The SCA group, one of our renters, help with the floor buffing as their activities often mark up the floor.
- Again had to make furnace repairs on furnaces which are just a couple years old.
- Replaced the engine on the lawn mower.
- We were not happy with the service or charge from our fire inspection company and decided to look for a new company in 2011.

Upcoming facility plans:

Replace sound baffles in hall.

Fix leak in Lutz room roof.

Re-shingle front sloped roof.

Paint Lutz room walls and cupboards.

Tile some walls in the hall kitchen.

PARTNERSHIPS

We are fortunate to have so many great community organizations active in the neighbourhood. The League seeks partnerships that help us fulfill our mission and bring positive benefits to the community.

Avenue Initiative (AI) – *a community based revitalization of 118th Avenue from Nait to Northlands. The community has come together to work with the City to create a council approved strategy. AACL is a strong supporter of the Avenue Initiative and has board members, members and/or residents on each working group and the steering committee.*

Avenue Vineyard Community Church – *a contemporary church active in the community. The Vineyard church organizes a variety of community events. They organized a penny carnival in April, a family dance in May and an outdoor movie night in September at the community centre.*

Arts on the Ave (AOTA) – *A community based, grassroots initiative engaged in developing 118th Avenue as the Community Arts Avenue of Edmonton. AACL supports AOTA's Deep Freeze Festival and Kaleido Family Arts Festival and works with AOTA to bring arts programming to the community.*

Community Action Project (CAP) - *a collection of individuals living and working in the Norwood and Alberta Avenue area dedicated to improving the safety and quality of life for the people who call these communities home. AACL supports CAP by forwarding information we receive on development and providing space for their meetings.*

Community Response to Urban Disorder (CRUD) – *mandate is to actively engaged community members to participate in neighbourhood revitalization through the dismantling of urban disorder. AACL has partnered with CRUD on Family Day activities and provide space for their meetings and special events.*

Edmonton Stiltwalkers Society – *provides stilt walking instruction and provides stilt walking artist for events. The stilt walkers rent space at our facility. They have brought out a giant snacks and ladders game to our events.*

Rat Creek Press (RCP) – *a local community newspaper for the community by the community. The RCP provides a free community calendar of events in their monthly newspaper and online and promotes League activities through stories and advertising.*

Theatre Prospero – *a non-profit theatre company that provides innovative and affordable classical theatre for student and community audiences and high-level training and performance opportunities for teenagers. AACL provides affordable office, storage space and rental rates. Theatre Prospero provides the community with free theatre performances and workshops.*

COMMUNITY EVENTS & FESTIVALS

Alberta Avenue is fortunate to have many festivals and public events hosted at the community centre. These events fall into three categories: League events, local community events and public events organized by outside groups. In any case, the events provide quality entertainment, programming and shopping opportunities for local residents. The larger events attract crowds from around the city and surrounding areas to our community centre increasing awareness of this great facility.

Annual events:

- Deep Freeze Winter Festival (second weekend in January) organized by Arts on the Ave and the Edmonton Sculptor's Association
- Seedy Sunday (March)
- Penny Carnival (April) organized by the Avenue Vineyard Church
- Community Safety Open House (April) by the Edmonton Police Service and the Avenue Initiative
- That Bloomin' Gardening Show and Art Sale (Mother's Day weekend) organized by the Avenue Initiative.
- Pupusa Festival (last Saturday in July) organized by the Salvadorean Society of Edmonton
- Outdoor Movie Night (September) organized by the Avenue Vineyard Church
- Kaleido Family Arts Festival (September) organized by Arts on the Ave
- Tiebtan Bazaar (September) by the GSL Tibetan Buddhist Meditation Society
- Just Christmas (November) organized by Just Christmas

FUNDRAISING

The League generates its own operating money through casinos, donations, hall rentals, memberships and program revenue. This is supplemented by various grants.

Casino

The League's last casino in June 2010 raised \$75,625 and was used to cover insurance costs, utilities and repairs/maintenance. Our next casino is in Jan/Feb/Mar of 2012 at the Century Casino.

Donations

The League is a registered charity that can provide income tax receipts for donations; however, few donations were received in 2010.

Grants

The League received an annual operating grant from the City of Edmonton and summer student grants for the playground greenshack. The league applied for a provincial Community Facility Enhancement Program (CFEP) matching grant but was denied stating that the program was over subscribed.

Hall Rentals

The board works to balance the use of the building as a rental facility/revenue generator and a community centre. The guiding philosophy has been that the east side (lounge, Lutz, gym) is primarily for community use and that our local festivals, events and organizations get priority booking the facility.

Our rental rates are currently quite low and the board proposes the following increases:

Hodson Hall	Sun thru Thurs \$25/hour (min 2 hrs) Friday or Saturday \$400/day	Sun thru Thurs \$40/hour (min 2 hrs) Friday or Saturday \$500/day Kitchen \$100/day
Lutz Room	\$20/hour	\$35/hour
Small Gym	\$20/hour	\$30/hour (\$25 if providing a program)
Lounge		\$25/hour Sound/theatre system \$50

Member discount changed to 25% off (previous received 50% off Lutz and gym rentals).

Sub-License Agreements

The League has three organizations that have exclusive use of space at the community centre:

- Theatre Prospero rents an office and storage room
- Edmonton Stiltwalkers Society rents a storage room
- Silverskate Festival Society rents an office.

At the March 2010 AGM, the membership approved sub-license agreements for Theatre Prospero and Edmonton Stiltwalkers for the term October 2010-12. The board recommends sublicense agreements for another year for all three groups.

Programs

Most of the league programs operate on a cost-recovery basis meaning that program revenue generally covers program expenses. Some programs like yoga generate a little revenue which offsets the programs which don't quite cover expenses. Seventy-five percent of the cost of the summer playground program in 2010 was covered by grants. The rink and the community swim are the two programs which do not have any associated revenue.

**Alberta Avenue Community League
Proposed Budget for 2011**

Revenue	2011 Budget	2010 Actual
Casino revenue	\$ 38,700	\$ 12,455
Grants	23,150	35,605
Hall Rentals	48,000	47,376
Farmers' Market Revenue	26,750	13,984
Memberships	3,000	2,265
Programs	2,100	6,920
All other	950	1,769
Total Revenue	\$ 142,650	\$ 120,374
Expenses		
Admin - Board	\$ 100	
Admin - Advertising/Promo.	400	
Admin - Bank Charges	140	
Admin - Telephone & Internet	1,800	
Admin - Dues	700	
Admin - Office Supplies	1,200	
Admin - Wages	16,620	
Admin - WCB	350	
Admin - Licenses, taxes, tariffs	200	
Admin - Volunteer Appreciation	350	
Admin - Website	350	
	<u>\$ 22,210</u>	\$ 24,931
Hall costs - Insurance	6,250	
Hall costs - Repairs & Maintenance	28,750	
Hall costs - Security	320	
Hall costs - Supplies	4,800	
Hall costs - Utilities - Gas	7,900	
Hall costs - Utilities - Epcor	16,000	
Hall costs - Custodial	15,950	
	<u>\$ 79,970</u>	64,948
Casino expenses		2,828
Farmers' Market Expenses	\$ 26,750	7,959
Equipment Maintenance & Repair	1,000	669
Newsletter	3,200	2,675
Programs	15,600	16,196
All other		178
Amortization	50,000	56,065
Total Expenses	\$ 198,730	\$ 176,449
Revenue (under) Expenses	(\$ 56,080)	(\$ 56,075)