



Shaganappi Community Association
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Community Association Meeting Minutes

February 14, 2017.

Attendees: Mike Wilhelm, Beatrice Wilhelm, Rob Armstrong, Phil Ivers, Phil Michaud, David Hawthorn, Josephine Amos, Heather Stubbs, Ron Goodfellow, James Runge

Guests: Zach Bennett, Lorrill Fuchko

Call to Order 6:30 p.m.

I. Approval of minutes of the January 10, 2017 meeting

Motion to Approve: Phil Michaud

Seconded: Beatrice Wilhelm

Motion carried.

II. Acknowledgments

- a) Scarboro / Shaganappi joint community meeting re: Crowchild Plan– Scheduled for March 1, 2017 at the Scarboro United Church at either 6:30 or 7:30 p.m. – to be confirmed. Beth Tingle is strongly encouraging people to attend. We need our side of Crowchild Trail represented at meeting as Scarboro likely to be out in force. Scarboro is putting together agenda. Once it is finalized we will publicize through Facebook, webpage and other social media.
- b) Thanks to hall renovation committee – Ron G., Phil M. and Beatrice W. – Duct work in and lighting wired – waiting for light fixtures that were a bit delayed. Hall looks great.
- c) Calgary Flames acknowledge our ice rink – way to go Phil M.
- d) Facebook Page – Thanks to Heather Stubbs and Josephine for getting that off the ground. The messaging and pace of messaging is working very well.
- e) Main Streets – Thanks from Main Streets for community involvement and thanks to Phil I., Heather, David, Beth and Ron for engagement efforts and attendance at meetings. Phil Ivers's communication system works well. Brought development around from this is

how it's going to be to them listening to the community members and making meaningful changes to the project to address some concerns. This shows the importance of community engagement. Public hearing in City Council on April 10, 2017.

- f) Community Cleanup confirmed for September 16, 2017. The Community Association is looking for someone to run the event on the day of the event. Karen Kryzan will have it organized but requires someone to run the day. March meeting to attend for site coordinator. Karen Kryzan will coordinate that so any interest can be directed to her.

III. City Report

Submitted in writing.

No questions from the Board.

IV. Resources

- a) Financial reports circulated. Casino account balance \$25,455.08 and general account balance is \$28,385.03 as at end of January. Due to payment of recent invoices associated with the hall upgrades, the Casino account is down to a balance of approximately \$8,000. No more Casino funds until April 2018.
- b) We have a current invoice for \$11,000 that we need to pay for lighting. Pay that out of operating rather than Casino as originally planned and then we will recover that into operating from the grant funds we receive.

Motion: To pay the Kimball account for lighting out of general – Rob Armstrong

Seconded: Mike Wilhelm

Motion carried.

- c) We have begun audit process for year end. We have the tax penalty issue outstanding (penalty for late filing in prior year) but we are appealing it. We have paid it in the meantime to avoid further penalties if the appeal is unsuccessful...
- d) Report on Hall Renovations – Spreadsheet distributed by Beatrice showing all capital upgrade costs to date. Not doing portico due to budget limitations.
- e) Local Syrian Family Issues (Tabled from the January 10 meeting) – Can't find teacher for English classes. The one that had been identified took on another job so the project is temporarily on hold but may be revived in the future if a teacher can be found. Community Association remains committed to assisting where possible.

- f) Matco development in Westbrook has re-submitted development plans. No significant changes from original. Ron and Dave will look at plans and will review prior to next meeting. Dave will coordinate response if necessary and report on that at the next meeting.

IV. Open Discussion on Membership

Current system – you buy a membership and it always expires end of April regardless of when you buy it. With federal regulation on spam you have a two year window from when you get consent to send emails. Purchase of membership is considered consent. Because of that we have been giving people the current period plus one year of lapsed membership before being taken off the list. This gives lots of time for renewal notices. Often final notices generate more renewals. But now we get complaints from people who have been taken off the list. This has been practice but never formalized by the Board.

The Board had a discussion about whether information should be free through Facebook and emails or whether it should be limited to paid community members who should benefit from membership. Acknowledge that there is real value to community members in information. Disseminating information costs money. We need to provide the benefit to those who pay. We are not layer of government and do not have the responsibilities associated with government to disseminate city information. We can provide the service to members but we cannot cater to non-members who need information that should be provided by government.

Motion: To remove people from email distribution list at end of year following expiration of their membership – Rob Armstrong

Seconded: Beatrice Wilhelm

Motion carried

Need to focus on West end engagement to raise membership numbers from that end of the community.

What do west-end residents want from the Community Association? We need to ask them what we can do. We have good saturation in east and north. Need to do focus on west side where we do not have good saturation with memberships.

Motion: To do west side canvassing to see what their needs and wants are from community association using west side email addresses collected from MainStreet engagement. Dave Hawthorn and Rob Armstrong will collect responses – Rob Armstrong

Seconded Mike Wilhelm

Carried

May need a director of communication position to coordinate communication. Phil I. is going to start to track some demographic information with membership sales where possible.

Facebook – focus on what’s happening etc. Emails continue to focus on more serious information such as break ins etc. Use Facebook to drive to website traffic and event participation.

We need to remember the mission of the Community Association is to drive social and recreational opportunities and to encourage participation. We need to focus on that.

Business memberships – how to sell more? We need to be clearer on what we offer when a business buys a membership. Promotional space is tricky because it can create a conflict. We could consider making a list of businesses that support community by buying a membership and provide links to their websites. We really need to develop a policy before we push these memberships. Mike or Heather will get Killarney’s policy. Heather will approach Gina about putting together a policy.

Adjournment 7:45 p.m.