

FINAL
Strathcona, Christie, Aspen Community Association (SCA)
Board Meeting Minutes
February 19, 2020

Board Attendance:

Maureen Smith, President
Kathy Underhill, Vice President
Karla Pollock, Secretary
Marlene Bainborough, Programs and Events
Shelley Bartole, Development, New Schools and Traffic
Carrie Ferguson, Development, New Schools and Traffic
James Inglis, Corporate Sponsorship and Membership
Adam Schwartz, Development

Also in Attendance:

Shelley Lakatos, SCA Office Manager

Item 1: Meeting Called to Order

Maureen called the meeting to order at 7:03pm.

Item 2: Additions to Agenda

The Board briefly reviewed the agenda for concurrence.

Item 3: Approval of Past Minutes

Maureen requested a Motion from the Board to accept the Meeting Minutes from January 15, 2020. Motion made by Shelley Bartole. Seconded by James Ingles. Motion carried.

Item 4: President's Report - Maureen Smith

Maureen distributed the Sub-License Agreement between the SCA Community Association and Bow Valley Music Club via email to all Board members prior to the meeting. The Agreement is effective June 1, 2020 to May 31, 2026. Maureen requested a Motion from the Board to accept the Sub-License Agreement between the SCA Community Association and Bow Valley Music Club. Motion made by Kathy Underhill. Seconded by Marlene Bainborough. Motion carried.

Item 5: SCA Programming - Shelley Lakatos, SCA Office Manager and Marlene Bainborough, Programs and Events

Summer Camps Programs:

Shelley Lakatos distributed the SCA Community Association "2020 Summer Camps" programs pamphlets to the Board. Some of the programs include: P.A.W.S Kids - Performance Arts Workshop, Sportball, Kinder Studio, SCA Community Association Tennis Lessons, CYPT - Calgary Young People's Theatre, Speech Arts and Drama Camp, Writers' Guild Of Alberta Kids' Writing Camp, Babysitting Course, Bricks 4 Kidz, Engineering for Kids, Home Alone Course, Idea Lab: Rock Your Grey Matter and Tuck N Tumble.

Alberta History and Photography Presentation:

Marlene reported about an upcoming meeting that she has with Marlene shared about a new event that will showcase local journalist and photographer, Mike Drew. Mike will offer a presentation reflecting Alberta's history and rural beauty with a photography component for those camera enthusiasts, with techniques of how to capture a great nature photo. Amica Residences is very interested in hosting this event. Board discussion and agreement that the SCA could possibly also host this event. Marlene will continue discussions with Amica and report back to the Board at a future meeting.

Resident's Nature Photographs Published in Gazette Newsletters:

Marlene suggested that to increase the interest of our readers with the Gazette newsletter, we could invite residents to submit their nature photographs for publication. The SCA could ask Mike Drew to select the best ones to be featured in upcoming editions. Marlene will speak with Cathy Duke, SCA Communication Manager, and the Gazette publisher if they would consider this idea.

Upcoming Meeting with Glendale Community Association:

The SCA Community Association has been invited to attend a meeting with Chris Welner, President of the Glendale and Glendale Meadows Community Association regarding a music festival that they are organizing. Marlene has accepted the meeting invitation and although the SCA is invited to become involved in the planning and support, she will not make any commitments at the meeting. Marlene will attend to gather information and report back to the Board at the next meeting.

SCA Stampede Breakfast:

Shelley and Marlene confirmed that the Annual Stampede Breakfast is scheduled for June 13, 2020.

Item 6: SCA Website and Advertising SCA Hall Rentals - Shelley Lakatos, SCA Office Manager and James Inglis, Corporate Sponsorship and Membership

Shelley shared some research that she has done on different avenues to advertise our facility and methods to increase our online traffic for hall and room rentals. Shelley contacted various online venue referral companies that act as an avenue for the public to search for event space rentals. Some of the companies offer a monthly subscription, where the SCA hall would be showcased and we would be forwarded any public enquiries.

James shared some ideas on increasing potential venue rental traffic to our website, reviewed feedback from previous SCA membership surveys and made some recommendations. He determined that 50% of our website traffic is via mobile access and 50% is via desktop access. Subscribing to Google may be a good option to assist in increasing website traffic by "moving us up" in online searches for wedding venue and special event hall bookings.

Board recommendation to add more event space photographs to the website. Further discussion and agreement to revisit hall advertising ideas at a future meeting.

Item 7: Committee and Directors Reports

Development, New Schools, Traffic - Shelley Bartole and Carrie Ferguson

Shelley and Carrie updated about a current residential development on the corner of 17 Avenue and Aspen Summit Drive S.W.

Development - Adam Schwartz

Adam shared that he attended a Federation of Calgary Communities Partnership in Planning course. Partners in Planning is a program that The City and the Federation of Calgary Communities offers to teach how development is planned and approved. Adam was pleased with what he learned and he expressed interest in following the progress for the proposed Guidebook for Great Communities.

Item 8: City of Calgary Neighbourhood Partnership Coordinator (NPC) Report - James Runge

James distributed his monthly NPC Report via email to all Board members prior to the meeting.

Item 9: Ward 6 Report - Suzy Trottier, Communications & Community Liaison and Constituent Liaison to Ward 6 Councillor Jeff Davison

Suzy distributed a Summary of City of Calgary 311 Calls for the three neighbourhoods of Strathcona, Christie Park and Aspen for the period of January 1 to 31, 2020 and a Ward 6 Community Ward Report for February 2020 via email to all Board members prior to the meeting.

Item 10: Next Meeting

Board discussion and agreement for the next Board Meeting to be on March 18, 2020 at 7:00pm.

Item 11: Meeting Called to Close

Maureen requested a Motion from the Board to adjourn the meeting at 8:16pm. Motion made by Karla Pollock. Seconded by Shelley Bartole. Motion carried.