



CRESCENT HEIGHTS COMMUNITY ASSOCIATION

Engagement Committee Meeting Minutes

Date: September 28, 2017

Call to Order: 6:03 PM

Location: Tavernetta

Chair: Jennifer Black

Minutes recorded by: Jennifer Black

In Attendance:	
Jennifer Black, Director-at-Large	
Isabelle Jankovic – Hill, Treasurer	Regrets:
Chandra Thomas, Traffic	Lisa Dare, Special Events
Danysha Harriott, Communications	Kirsty Blair, Director-at-Large

Note: Items are not listed in order discussed and are grouped together for clarity.

Action Items:

- ◆ Kirsty/Chandra/Jenn to put together a list of leaders & organize a brainstorming session with them.
- ◆ Kirsty to designate a lead amongst ourselves for certain areas.
- ◆ Kirsty to develop/share a spreadsheet to keep track.
- ◆ Isabelle to order cards to distribute to businesses.
- ◆ Jenn and Kirsty to meet with BIA contact.
- ◆ Jenn to follow up with Beakerhead contact.
- ◆ Jenn to follow up with Kate Zago at the City to find out if we can borrow giant board games (Jenga, etc.)
- ◆ Isabelle to book date in January to secure date for Community Clean-Up.
- ◆ Jenn to share RFP through various partners / mediums.

- ◆ Jenn to compile all the feedback from the AGM into a report in time for the newsletter.
- ◆ Jenn to get Ryan project list for this year, RFP, and draft budget so he can start to work on securing grants.
- ◆ Danysha to look into proposed promotional ideas

2. Project List for this year

- ◆ Work with local businesses to establish a BIA
 - Kirsty/Chandra/Jenn to put together a list of leaders & organize a brainstorming session with them.
 - Kirsty to designate a lead amongst ourselves for certain areas.
 - Build on experience of Chinatown BIA.
 - Kirsty to develop/share a spreadsheet to keep track.
 - Isabelle to order cards to distribute to businesses.
 - Jenn and Kirsty to meet with BIA contact.
- ◆ Bow lights
 - Look into installing Bow Lights installation from 2017 Beakerhead this winter to draw people to Centre Street – maybe Family Day weekend?
 - Jenn to follow up with Beakerhead contact.
- ◆ Beakerhead project
 - Install a large project to coincide with Beakerhead next year – perhaps a slide or a bicycle funicular.

- ◆ [Paint-the-Pavement](#) projects (X3);
 - Centre Street (Canada Day)
 - 1st Street West
 - 12th Avenue or 4th Street (paint barriers?)
- ◆ [Painted rock cacheing](#) initiative;
 - Have kids come and paint the rocks at the hall as an activity
 - Consider recruiting newsletter delivery team to deliver rocks to people's homes.
 - Consider a CHCA-sponsored geocacheing initiative in partnership with adjacent communities.
- ◆ [Faerie door initiative](#);
 - Available at Plantation Garden Centre or online.
 - Look for sponsors for prizes.
 - Have people post photos with a hashtag.
 - Chandra has already developed proposal for this.
- ◆ Park toys project
 - Need a steward for this.
 - Can accomplish next summer.
 - Chandra has put together a proposal for this as well already.
 - Spray painting "Twister" game on the lawn
 - Jenn to follow up with Kate Zago at the City to find out if we can borrow giant board games (Jenga, etc.)
 - Have "Play in the Park" again.
- ◆ [Open Streets events](#) (X2);
 - Pair with "Paint-the-Pavement" initiative rather than independent event.
- ◆ [Street murals](#) X3;
 - Talk to Beltline CA about their experience
 - Recruit engaged businesses
 - Do a walk audit to identify good locations
- ◆ [Community notice board](#);
 - Make better use of the one we have at the CA hall? Issue – no sidewalks to it, not a lot of foot traffic. Use neon markers.
 - Get woodworking students at high school to build something?
- ◆ [Stair painting projects](#) (X2);
 - Use a stencil? Simple rainbow? A poem?
- ◆ [Parklet](#);
 - Coincide with Park(ing) Day? Edmonton Trail instead? Issue = no parking currently.
- ◆ [Community garden](#);
 - Locations – 3rd Avenue terrace garden? School? North of 12 Avenue East? In the vicinity of the street closures near Peter's Drive-Thru?
- ◆ Community Clean-Up;
 - Next year also make it about cleaning up litter in the community, have a garage sale/flea market for people to sell higher-value items to one another.
 - Isabelle to book date in January to secure date.

3. Circulating the RFP –Jenn to share through the following partners / mediums:

- ◆ Social media
- ◆ Calgary Urbanist Collective
- ◆ FCC
- ◆ University Career Centres (UofC, ACAD, Mount Royal, SAIT, Bow Valley College)
- ◆ Monster.ca
- ◆ Kijiji
- ◆ Aboriginal Friendship Centre Calgary
- ◆ Calgary Women's Centre

- ◆ Chinese Community Service Association

4. AGM Report – Jenn to compile all the feedback from the AGM into a report in time for the newsletter deadline and next board meeting.

5. Isabelle – Grant – Ryan

- ◆ Jenn to get Ryan project list for this year, RFP, and draft budget so he can start to work on securing grants.

6. Chandra – Cone-versation

- ◆ Details are coming together well for Saturday.

7. Danysha to look into proposed promotional ideas:

- ◆ Tag Crescent Heights High School in tweets to increase circulation
- ◆ Put up posters in high school, announcements
- ◆ Post on Curiosity Calgary to get people interested
- ◆ Circulate events to local TV to promote attendance.
- ◆ Use Snapchat radius filters and Instagram
- ◆ Hold fundraisers
- ◆ Create a Youtube Channel

Meeting adjourned: 8:30 PM

Next Meeting: Thursday, October 26 at 6:00 pm location TBD.

- Please submit reports and agenda items to Jennifer Black no later than Noon, Saturday, October 21.