



# Marda Loop Communities Association

## 2024 AGM Director Reports

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Marda Loop Communities Association Vision:

An evolving, vibrant, urban community that is engaged, connected, and desirable.

## 2024 AGM

### Annual Director Report – Volunteers

#### Description of Committee:

- Manages volunteer recruitment and retention strategies, plans and objectives.
- Maintains volunteer database, including hours spent volunteering on MLCA programs and events.
- Supports volunteer retention by organizing recognition and other initiatives.
- Manages and coordinates onboarding activities (e.g. educational, training, and cultural measures) to facilitate Board of Directors and committee members' entrance to MLCA Board and/or committees.
- Manages and coordinates Board Directors' offboarding activities to ensure a smooth transition and an opportunity to obtain feedback that can support MLCA's growth.

#### Achievements

- Recruited volunteers for the following events.
  - ALGC Casino Fundraiser
  - Kids Halloween Dance Party
  - Bingo Family Night
  - Wine Night
  - Fireside Chat
  - Neighbour Day & Pump Track Opening
  - Community Clean-up
  - Stampede Breakfast
  - Marda Loop Mardi Gras
- Recruited and assisted with interviews for the following Board Director and Standing Committee roles:
  - Events Director and events committee
  - Fundraising event committee
  - Director at Large

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- Secretary
- Vice-President
- President
- Marketing
- PreSchool
- Planning and Development

Over the past year, community members volunteered for the MLCA in the following ways:

	# Volunteers	~ # Volunteer Hrs
MLCA Board of Directors & Executive Board	17	~3180
MLCA Standing Committees	31	~1078
MLCA Events	156	~792

- Organised the Stampede Breakfast in the absence of an Event Director.
- Assisted on the Events Committee and with Board minutes in the absence of a Secretary.
- Corresponded with interested volunteers by email and phone.
- Maintained the volunteer database.

### Looking Ahead

- A ‘clean-up’ of the volunteer database in the new year. Current volunteers will be contacted through an online survey to determine continued interest.
- A Volunteer Appreciation event will be scheduled in 2024-2025.

### Committee Members

- Rebecca Naidoo – Volunteer Director

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## 2024 AGM

### Annual Director Report – Events

#### Description of Committee:

The Events Committee of the Community Association is a dedicated group of volunteers focused on fostering a vibrant and engaged community through a variety of events and activities. Comprised of enthusiastic members, the committee collaborates to plan and execute a wide range of gatherings while working with other community association members.

The committee's mission is to enhance community spirit and inclusivity by creating opportunities for residents to connect, share experiences, and celebrate local culture. We are responsible for everything from brainstorming creative event ideas and coordinating logistics to promoting events and ensuring a welcoming atmosphere for all participants.

With a strong emphasis on community input, we actively seek feedback and suggestions from residents, ensuring that their initiatives reflect the interests and needs of the community. By bringing people together, we aim to build lasting relationships, strengthen neighborhood ties, and contribute to a sense of belonging for all residents.

#### Achievements:

- Star Wars Bingo Night (May)
- Successful Stampede Breakfast with large turnout (July)
- Neighbour Day (June)
- Upcoming Events:
  - Kids Halloween Dance Party (October 26): For ages 8-12 years old from 6.30-8pm in the Community Hall. Should be a fun night for kids to dance (live DJ), dress up and have fun. Information is available on our website
  - Outdoor Family Skate (January 2025, weather permitting): This will take place depending on weather. If the weather is below 20C or too warm for ice, we will not go forward with this event. Plans are to have families come and enjoy the ice rink, have some light snacks, hot drinks and music
  - “All In Marda” Casino Fundraiser (February 2025): This event will be 18+ in our community hall to help raise money for our Community Association to use funds to put towards more community activities, projects and events
  - The goal is to hopefully raise money from ticket sales, sponsors, auction items and donations in-kind from throughout the community and to have fun.

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- Other Possible Events:
  - Fireside Chat (Spring)
  - Spoken Word Poetry Night (Spring)
  - Teen Trivia Night (Spring)

**Committee Members:**

Chair: Mindy Chattha

Members: Caroline Gomez, Dakota Kunz

## 2024 AGM

### Annual Director Report – Mobility

#### Description of Committee:

The Mobility Committee provides members of MLCA with a venue to address their concerns around mobility issues including roads, parking, speed, speed bumps, crosswalks. The Committee also engages the city on mobility concerns and will proactively make recommendations for improvements in safety and accessibility. The mobility Committee works closely with the Planning and Development Committee on development permit review and effects on mobility.

#### Achievements:

- Answering emails from residents about areas of concern and working with them to come to a solution. Areas included 42<sup>nd</sup> Avenue, 15<sup>th</sup> Street, 21 st SW, 20 st SW, 22<sup>nd</sup> st SW, Flanders Avenue, Amiens Road, Mons Ave, Garrison Boulevard, Ypres Green SW, Vimy Way SW and 29<sup>th</sup> Ave SW
- Conduct monthly meetings with Councillor Walcott’s office about mobility concerns. We talk about all the hot spots and brainstorm ways to address them.
- Increasing the mobility committee from 0 to 4 MLCA Members to further support the MLCA. Met regularly online and on email to discuss areas of concern for mobility.
- Put out 7 new slow down signs in Garrison Woods and Altadore area
- Volunteered the pancake breakfast and spoke to residents about mobility concerns.
- Organized a community meeting in June 2024 with the Lycee and the Ypres Garrison Traffic Committee with 27 people in attendance. Continue to follow up with the school and the residents to ensure a safe solution.
- Met 4 times with Masters Academy and College to come to a solution on Flanders Avenue and Amiens
- Communicated regularly with Constable Art Szabo, the Community Resource officer with the Calgary Police. He attended an MLCA board meeting and the community meeting with the Lycee.
- Communicate with the Main Streets team of the City of Calgary and regularly bring up areas of concern.
- Regular monthly or bi-monthly written mobility updates in the Source newsletter. Committee members wrote about back-to-school safety, Main Streets updates including the new parking lot

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- Fill out 311 requests regularly and communicate with Calgary parking authority on areas of concern especially around schools
- Organized a key meeting with the City of Calgary's mobility department
- Organized a successful Jane's Walk with the Marda Loop BIA, a local historian and the Military Museum. 67 people in attendance

### **Looking Ahead:**

Continue to advocate for safe accessible streets in the Marda Loop Communities area:

- Continue to respond to residents and members about their concerns, offer help in solving the problem with the appropriate City department and providing signage
- Communicate with the Marda Loop Communities board about mobility issues
- Work with the Mobility Committee to ensure we are meeting the needs of the membership
- Volunteer with the MLCA at the Fun Casino, the Stampede Breakfast, Marda Gras and any other events
- Communicate with the public using social media and a map on the MLCA web site
- Organize a spring walk/book launch about Calgary's best walks
- Continue to work with the City of Calgary's mobility, roads and Main Streets departments on road improvements
- Continue to work with the Calgary police on areas of safety
- Continue to meet with the Councillor's office on mobility issues
- Continue to contribute to the Source newsletter
- Apply for a grant for the Paint the Pavement event
- Continue to learn with programs in the CDLI and the FCC

### **Committee Members:**

Chair – Rita Shewchuk

Members: Heather Bosnak, Rade Bacic, Andrea Joyce, Jessie Shire, Jason Bate

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## 2024 AGM

### Annual Director Report – Marketing

#### Description of Committee:

The Marketing Committee oversees the branding, communication, marketing, and social media strategy for the board and all the other committees. The committee works to support and promote events, programs, people, membership and advocates for the community.

#### Achievements:

- Growing the marketing committee from 0 to 4 MLCA Members to further support the MLCA
- Fostering relationships with partners to ensure that members and community are receiving relevant news in a relative manner
- Support and promote all events including: Wine Night, Stampede Breakfast, Marda Gras, Halloween Party
- Collaborating with other directors to grow membership and programs for MLCA for 2024-25 and future
- Content Interaction growth of 1.2K (100%)
- Growing Instagram account with increased Instagram Follows by 405 (10%) for a total of 3570 followers

#### Looking Ahead

With a growing marketing committee, we have potential to unlock more strategic and operational marketing plans.

- Become strategic with our marketing plan – including social media to drive more engagement and brand consistency
- Assist other committees with growing attendance, engagement, memberships
- Create Reels for social media
- Grow followers and increase collaboration with members of our community and partners
- Develop and improve newsletters
- Create engaging and interactive social media posts
- Updates to website

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## **Committee Members**

Chair – Christina Kim

Members: Ben Reeves, Jonathan Sparks, Sola Oginni

## 2024 AGM

### Annual Director Report – MLCA Planning and Development

#### Description of Committee:

- Our committee reviews all Development applications within the boundaries of the MLCA communities
- We keep a repository of knowledge of current and proposed development
- Promote engagement opportunities and awareness in planning and development within our Community
- Provide feedback to the City of Calgary that is reflective of the community perspective on local planning and development issues and opportunities, as well as local community needs context and character
- The committee participates in opportunities with The City of Calgary and the Federation of Calgary Communities related to development
- We work with Mobility Committee on various related projects
- The beautification subcommittee focuses on improvements of the public realm within MLCA specifically with the South Calgary Park area around the MLCA hall

#### Achievements:

- Continue to participate on the West Elbow Local Area Plan as well as the Heritage WELAP working committees.
- Committee members attended online and in person various open houses, City Council meetings, and conversations with developers and residents of note projects ex. Housing Strategy hearing, FarMor, Truman, Sarina, ManCal, BMO, Formed Alliance, Meet the Middle etc.
- Worked with Adopt a Plot project and Parks with The City of Calgary to improve various areas within South Calgary Park for Beautification projects of note Firehall, benches and amenities and successful projects include 6 new fruit trees on North.
- Side of hall, older trees in the area trimmed and pruned with new landscape fabric and cedar, and Triangle plot in Parking lot.

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- Making headway on the removal of the recycling bins to a safer location.
- MLCA website has been updated to provide clearer information to residents on Planning and Development matters.
- Created new Planning and Development guiding principles Policy along with Executive team.

**Committee Members:**

Chair: Kim Kemper

Members Darren Grelowski, Joe Schommer

Volunteers of Note: Kim Moore, Ann Lemorande

## 2024 AGM

### Annual Director Report – MLCA Preschool

**Description of Committee:** The MLCA Preschool is a cooperative, parent run program, led by a committee of dedicated parent volunteers who are responsible for the day-to day-operations. We currently run a 3-year-old program two days per week and a 4-year-old program three days per week from September until June. We also introduced a 4-year-old program that runs 5 days a week in the afternoons. The committee is made up of several volunteer roles that support the operation of the preschool.

#### **Achievements:**

We are a creative, play-based community preschool where children have the opportunity to learn through an environment that lays the foundation for future education. We promote peer-teacher-student relationships that develop children’s self-esteem, self-awareness, social skills and for them to explore their environment and community.

The Preschool had a successful year last year. With our morning classes at capacity and good afternoon enrollment we were able to stay on budget. We had great interest in our Before and After care program. Our largest fundraiser of the year our Wine and Beer event raised over \$5000.00 and was very well attended. We had multiple other successful fundraisers which goes to show just how much support we have from the community.

As we continue into the 2024/2025 year we must continue to grow and change to meet the needs of our families in the community. We are proud to serve up to 72 students and their families in our community and could not run without the support of the MLCA, our teachers and volunteers from our community of families.

#### **Committee Members:**

Co-Chairs: Kelsey Boudraa and Frances Dares

Members: Frances Dares – Events, Neil Cameron – Communications, Nathan Kinicki – Operations, Kate Bunting – Secretary, Laryssa Warne - Volunteer Coordinator, Karaline Johansson – Marketing, Melissa MacRae - Enrichment

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## 2024 AGM

### Annual Director Report – Seniors

#### Description of Committee:

- Organize activities for Senior 60+ who are residents of River Park, Altadore, Garrison Woods and South Calgary
- Arrange gatherings which are usually held every first Monday morning of each month and are intended to connect Seniors in the community for a morning of recreation, information and socializing. Attendance monthly varies between 20-45.
- Encourage participation of Seniors in physical fitness exercises and physical games such as pickleball, ping pong, yoga as well as mind games such as Scrabble, Mexican Rummy, Crib.
- Invite knitters and crafters in the group to assemble winter accessories to present to Rockyview Hospital during the holiday season.

#### Achievements:

- Monthly gatherings continue to be held (Jan-June, Sept-Dec) at the MLCA Hall, always starting at 9 a.m. with a 1-hour light fitness session followed by presentations by various subject matter experts and a social hour. Themes, topics covered and events held were as follow:
- Workshops: Cardiac Crash CPR (Heart & Stroke), Common scams targeting Seniors (Better Business Bureau), Personal estate planning (Bruni Law Marda Loop)
- Musical ballads and old ditties, singalongs
- Presentation on the Appalachian dulcimer by musician David Foster
- Celebrations of: Stampede and Thanksgiving
- Donations to: Calgary Food Bank (\$322 cash in silent pie auction)
- Mini sale/swap among members
- Pickleball every Tuesday and Friday between 9 am-12 noon : Indoors in Winter/Spring at Rosscarrock Community Association , Outdoors in Summer/Fall at Marda Loop Community Association
- Annual Remembrance Ceremony

#### Committee Members:

Chair: Heather Bhatti

Members: Robert Bhatti, Barb Dick, Brenda Falle, Helen Guernsey, Pat Klein, Freddy Taylor

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## 2024 AGM

### Annual Director Report – Sponsorship Committee

#### Description of Committee:

The Sponsorship Committee manages sponsorship efforts and supplies necessary tools and resources to support the collection of funds and the development of any agreements that are required. The committee is responsible for supporting the efforts of each committee to collect sponsorship in the form of general cash donations, event specific sponsorship, and sponsorship in kind (materials required to operate and host events). The committee is responsible for building an informed and committed relationship with the community and businesses that operate within the Marda Loop community.

#### Achievements:

- The 2023 Sponsorship Package was developed with input from Stampede Breakfast and Marketing Committees, and the General Manager. This package has been maintained and used to discuss opportunities with prospective sponsors.
- For the 2023 Stampede Breakfast we successfully raised \$14,000 in cash and \$3,000 in-kind sponsorships. Over 1,500 + people attended this event.
- For the 2023 Halloween Event we raised \$500 in cash and in-kind sponsorship. Approximately 100 to 120 kids are projected to attend this event.
- Kicking off initial sponsorship efforts for New Casino Night 2025!
- The Marda Loop business community has been amazing and incredibly supportive of all MLCA events. Without their support, we wouldn't be able to run all the events we do! It is greatly appreciated! Thank you so much!

#### Committee Members:

Chair: Frank Fabiano

Member: Aranka Rosettis

## 2024 AGM

### Annual Director Report – Sustainability

#### Description of Committee:

- Organizes community engagement and educational events to promote the 17 United Nations (UN) sustainable development goals and develops sustainable initiatives/action plans to address some of these goals within the MLCA community.
- Encourages energy conservation, use of renewable energy, minimal waste and offers support, training and recognition to local businesses and community residents for environmental and sustainable practices.

#### Achievements:

- Facilitated a workshop for MLCA residents with Green Calgary (Thursday March 14th) Part 2 - Efficient Home Energy Consumption - Residential Heat Pumps
- Coordinated a successful Community Clean Up event on Sunday, June 30th:
  - o raised over \$350 in donations
  - o collected ~18,600 kg of waste
  - o collected ~ 1275 kg of electronics with an estimated GHG emission savings of ~ 1.2 Tonnes CO<sub>2</sub>e
  - o filled the WINs truck before noon
- Produced the 1st iteration of our Carbon Mitigation Plan
- Reviewed and estimated the MLCA solar electricity production and financial savings from our 2023 solar installation

#### Committee Members:

Chair: Tami Cormack

Members: Jen Pouliott, Austin Lan