

## **SCCL President's Report 2015**

While it was a somewhat quieter year, compared to more recent ones where the league undertook 100th anniversary celebrations (of the amalgamation of Edmonton and Strathcona) partnered with a major festival for the first time or updated our bylaws, we had plenty of nice milestones in the last 12 months.

**New logo** - The board was contacted by a group of MacEwan University design students looking to create a logo and visual branding for a non-profit organization. We were elated to be asked and now have a historic streetcar logo which can be included in all of our league correspondence, online and social media identities, and on items like flags and signs. It's a fantastic nod to our neighbourhood's transit past and helps us stand out among other organizations in Edmonton (not to mention the other community leagues).

**New bookkeeper** - It certainly doesn't sound like much of an accomplishment but the last year has been immensely easier as a board member, in my opinion, with John Rhebergen handling our monthly finances. John's done the same for other leagues, and is a semi-retired accountant, so he knows what he's doing. It's been a tremendous help to have a pro looking after our monthly reconciliations, which should allow our new treasurer to focus on the bigger picture of league finances.

**Festivals** - Ice on Whyte was back in 2015 and is about to hold its 5th festival at End of Steel and Strathcona Parks. We're happy to see so many people enjoying our neighbourhood in the winter; it's great to be one of the early adopters of Edmonton's winter city strategy.

Edmonton Pride Festival returned home to its Old Strathcona roots in 2014, with the parade winding its way down Whyte Avenue toward End of Steel and Strathcona Parks and King Edward School.

While this event had plenty of excitement, it did raise some questions from neighbours about more large events in the neighbourhood and the pressures that is putting on street parking and traffic flow. The board hopes to involve more volunteers in efforts around neighbourhood events like Fringe, Pride, Ice on Whyte, etc. so we can be more involved in the discussions and planning and less reactive once things are underway or over.

**Transportation Networks** - The board's been supportive of the work to produce a cycle track and bike route on 83 Avenue. Construction should begin next year, helping even more people cycle year-round.

The board has been supportive of the Engage 106-76 project, centred in Queen Alexandra as part of their neighbourhood redevelopment. This project has taken new approaches to community consultation and could be a good roadmap for laying out our neighbourhood's plans for redevelopment slated for 2019.

And the board also backs the efforts of the Reboot Whyte campaign. Our city's signature street should be among our safest. 1-2 people are seriously injured or killed every month on Whyte Avenue and it's time to build upon the City of Edmonton's own Complete Street guideline (And work on 83 Avenue and 106-76) to balance transportation needs for everyone, regardless of their mode of transportation, so everyone gets to and from their destinations in Old Strathcona safely.

And one really happy thing to close out with. The board was more than happy to support a plaque installation at Nutter's Corner on 99 Street (86 Avenue) in honour of longtime neighbourhood volunteers Butch and Carol Nutter. It's a great spot to stop and rest, highlights fantastic residents, and is just the right kind of "meeting place" more of our streets need. Thanks, of course, goes to the volunteers who coordinated this effort!

**Submitted by Jeff Samsonow**