

Edmonton Salutes Committee

2019 and 2020 Annual Reports and 2021 Work Plan

Recommendation

That the May 5, 2021, Office of the City Clerk report OCC00524, be received for information.

Executive Summary

This report provides a short summary of the activity of the Edmonton Salutes Committee over the last two years and the proposed activity for the rest of 2021.

Report

There has not been a report to Council for Edmonton Salutes since 2018, as the 2019 report was suspended due to a governance review that was ongoing at the time. Edmonton Salutes was put on hiatus at the end of November 2019. The Edmonton Salutes Committee Governance Review (Attachment 1) was completed and the Committee resumed operations in September 2020 in a virtual manner with the authors, Strategic Steps Inc., given the mandate to activate the recommendations.

Highlights from 2019 showed a year of activity with three successful Freedom of the City parades, and a much appreciated delegation that travelled to do a day sail and attend the Change of Command with the Lieutenant Governor on our namesake ship, HMCS Edmonton. We hosted a 10-person delegation from HMCS Edmonton in Edmonton in the fall of 2019. We also had good representation at the airport to welcome home returning troops - one of the favourite activities of the membership.

For the year 2020, work progressed on the governance review and bylaw updates and the Committee was recalled for their first meeting of the year in September. I was elected as the new Chair of Edmonton Salutes in October, and several days of strategic planning in November produced the Edmonton Salutes Strategic Plan 2021-2024 (Attachment 2).

Edmonton Salutes was able to grant funds to two organizations at the end of 2020, including \$750 to the Veteran's Food Bank and \$1000 to the Princess Patricia's Canadian Light Infantry (PPCLI) Association to assist with replacing three stolen brass plaques in the memorial cairn at Griesbach Village. A full list of expenditures can be found in Attachment 3.

Edmonton Salutes engaged in an in-depth review of governance and bylaws with the objective of laying a solid foundation by which the Committee can better fulfill its mandate. This governance model will now align with City of Edmonton policies and bylaws like other committees of Council. Members have indicated they appreciate this very much. These changes will also result in a more effective operating structure.

In addition, a number of subcommittees have been formed, including:

- Bylaw and Policy
- Funding
- Strategic Plan Initiatives
- Honours and Awards
- Membership and Orientation

Each subcommittee has had an initial meeting, and solid work plans are being produced for each.

There is work underway for a policy manual that will reflect much of the work that supports the Edmonton Salutes Bylaw including Terms of Reference for Subcommittees, Membership, Orientation, skills matrix for potential members, and other policy pieces the subcommittees produce to support their work.

The Strategic Plan Initiatives Subcommittee has identified their first project from the many goals generated by the main Committee. There is work underway for a greater social media presence to support efforts already underway with Canadian Forces Base Edmonton.

Increased engagement plans are being planned for local serving military (both regular and reserve), as well as veterans and our surrounding community partners - all following Alberta Health Services COVID-19 guidelines.

Currently we are working with the Office of the City Clerk on the annual membership recruitment to ensure fresh ideas and new enthusiasm on Edmonton Salutes.

While appreciating the financial constraints the City faces, as the Committee Chair I have evaluated the support provided by the City for Edmonton Salutes, and it is clear that the resources are not likely going to meet the needs of the Committee once the consultants have left. The long serving City Administrator for the Committee left the employ of the City in late 2020. Her position helped to ensure the smooth and efficient operations of the committee and oversaw all related events. It is now being done on a part-time basis by City staff.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Edmontonians are connected to the city in which they live, work and play

Outcome(s)	Measure(s)	Result(s)	Target(s)
Edmontonians are connected to the city in which they live, work and play	A means to monitor progress towards a desired outcome.	Current performance data for the measure listed (this is quantifiable data - not a statement)	Desired level of performance (with timeline - ex Q1 2018)
Military members and their families feel welcome and describe their relationship with the City as one based on trust, confidence and collaboration.	Increased interaction with the military and their families through event participation	Military is fully aware of the City's commitment to this relationship. Increased % military families choose to retire in Edmonton.	No target has been set
The City of Edmonton collectively has a strong and compelling reputation with the military.	High level of involvement between Administration, Council and Military members.	Elevated CoE reputation with the military across the country.	No target has been set

Attachments

1. Edmonton Salutes Committee Governance Review Spring 2020
2. Edmonton Salutes Strategic Plan 2021-2024
3. Edmonton Salutes Projects and Funding