

Task Force for the Elimination of Poverty Meeting
Thursday, July 23, 2015 4:00 - 8:00 PM
Heritage Room, City Hall

DRAFT MINUTES

Present:

Members: Mayor Don Iveson (Co-Chair), Bishop Jane Alexander (Co-Chair), Mark Holmgren, Carman McNary,, Janice Melnychuk, Zahra Somani, Jeffrey Bisanz, Maria Mayan Yvonne Chiu, Sandra Huculak, Joe Doucet, Justin Archer, John Thomson Tiffany Linke-Boyko, Dr. Daniel McKennitt

Regrets: Councillor Amarjeet Sohi, Councillor Ben Henderson, Sarah Eadie, Eugene Ip, Kate Chisholm, Dr. Louis Francescutti, Fiona Cavanaugh

Guests: Pilar Martinez, Kate Quinn, Dilara Yegani, Katie MacDonald, Katie Soles, Bonnie Hutchinson, Dave Hameling

COE Staff: Lyall Brenneis, Kate Gunn, Bin Lau, Joshua Manego, Lucenia Ortiz, Kris Andreychuk, Dallas Dyson, Mark Torjusen, Patricia Waisman

Minutes

Discussion	Actions
<p>1. Call to Order</p> <ul style="list-style-type: none"> ■ Mayor Don Iveson called the meeting to order at 4:00 p.m. ■ The June 25 minutes and the July 23 agenda were approved. ■ Mayor Iveson welcomed Pilar Martinez, CEO of the Edmonton Public Library, Kate Quinn, Executive Director of CEASE (Centre to End All Sexual Exploitation) and Dilara Yegani from WAVE (Women's Advocacy of Edmonton). ■ Mayor Iveson stated that the key outcome for this meeting is to have a consensus on the draft report and generate Task Force inputs and comments for the revision of the draft report. 	
<p>2. Youth Leadership to end poverty - Sarah Chan</p> <p>Building an army of young people to end poverty in Edmonton is how Sarah Chan describes her efforts to reach out to young people in Edmonton and engage them in conversation about ending poverty in our city.</p> <p>Sarah Chan, is currently leading the United Way Youth Challenge Initiative - a three year initiative that involves the following:</p> <ul style="list-style-type: none"> • Engaging youth in schools in dialogues and conversations about poverty 	

<ul style="list-style-type: none"> • Encouraging student-led research on local poverty issues through a granting program • Building youth leadership by being involved in the poverty awareness activities • Organize a youth symposium as a culminating event that will showcase the work of the students and a discussion about poverty <p>She urged EndPovertyEdmonton to keep kids in mind in our work on a 10 year plan to end poverty in our city in a generation.</p>	
<p>3. Starting with Children First: Update and Implications - Jeff Bisanz</p> <p>Recent findings from a study of case notes from participants in the Families First Edmonton research were presented. These case notes contain rich information that captured the day-to-day experience of living with poverty and what could make a difference in their lives.</p> <p>From the case notes, the families identified five key areas of need where solutions could be most helpful for them:</p> <ul style="list-style-type: none"> • Affordable, accessible and quality child care • Affordable and quality housing • Access to supplemental medical and dental care • Access to affordable, quality and diverse food options • Affordable and accessible transit <p>The above mentioned findings will be instructive in ensuring that the priorities addressed these areas of need which are layered and interdependent. The long-term plan to end poverty must be constantly informed about poverty in Edmonton so that solutions can be refined and adapted as this work progresses over time.</p>	
<p>4. Draft EndPovertyEdmonton Report Discussion</p> <p>Over-all, the draft EPE report was well-received by the Task Force members. They found the report to accessible in language and style, engaging and appreciated the strong Aboriginal presence as well as the stories of people who lived in poverty.</p> <p>The Task Force provided rich and thoughtful comments and suggestions to strengthen the report with the following themes:</p> <ul style="list-style-type: none"> • It should be called an EndPovertyEdmonton Strategy instead of a Plan 	<p>The Project Team will consolidate the comments and suggestions and work with consultants to incorporate these changes in the next draft document.</p>

<ul style="list-style-type: none"> • A stronger, inspirational and action-focused tone • Seamless flow that follows a storyline that grabs the reader from beginning to end • Movement is missing – an important element of the strategy • Specific suggestions on the priorities section to make it substantive and clear <p>A summary of the comments and suggestions in Attachment 1 of this draft minutes.</p>	
<p>5. Governance Models and EPE Road Map Presentation were deferred for next meeting for lack of time.</p>	
<p>6. Wrap-Up and Next Steps</p> <p>Bishop Alexander thanked everyone for the vibrant and engaging discussion on the draft EPE strategy. A revised final draft will be presented at the next meeting. She reminded the Task Force of next steps:</p> <ul style="list-style-type: none"> • Revised text version of the draft plan will be sent to the Task Force for information in early August • Communications Plan for the EPE Launch will be presented at the August 17 meeting • Engagement Plan for the fall will also be presented at the next meeting 	
<p>7. Adjournment</p> <p>Meeting was adjourned at 8:00 PM.</p> <p><u>2015 Task Force Meetings</u></p> <ul style="list-style-type: none"> • August 17 • Sept. 2 <p>Important dates: September 22, 2015 – City Council Meeting</p>	

Attachment 1

EndPoverty Edmonton –Suggestions for Strengthening Draft Strategy from July TF meeting

Item	Detail	Check
TONE	Strengthen a be more active, we can do it , elevating tone, aspirational and action focused, throughout. A call to action. A question to ask : Does reading this report change my mind, or open it to new ideas and action?	
FLOW	Flow has to reach out and grab from the start, build, from the beginning page, a strong storyline that flows. Tie the front end to the back end. Have a clear and logical flow that builds from page 1 to the end.	
Narratives- FFE	<ul style="list-style-type: none"> - Make them stronger more connected - Substantiate with more info and link with facts and interweave with data and stats - Beef these up and link to the text and ideas for action and impacts 	
Where is the movement?	<ul style="list-style-type: none"> - Make the movement visible, present and tangible through out, linked to the content of the document and to the recommendations. - Open with a strong call to action, imagine an Edmonton where.... - The section at the end are not strong enough. This integrated approach will bring it forward, add a sense of action and engagement much earlier and throughout. Develop stronger actions everyone can do and a diversity of actions. - Need a call to action at the very start, and what Edmontonians can DO throughout the text. 	
Data , Stats	<ul style="list-style-type: none"> - Make data more granular, interwoven with text and priorities to bring reality to them - Find more data, particularly about the return on investment 	
Central Vision or Goal Statement	<ul style="list-style-type: none"> - The themes only are meaningful if we have a central statement that captures their essence. - Need for a powerful statement of vision of an Edmonton without poverty and what that means 	

	<ul style="list-style-type: none"> - Weave in the 25/30 years as the generational piece in to the text. - A platform must have a unifying rallying point , the battle cry , to galvanize dialogue and actions, a collective statement , bold and strong. 	
Defining Features	<ul style="list-style-type: none"> - Keep but add Equity or Justice; enhance partnership to include business and others, more dynamic language 	
The Transformational Hows	<ul style="list-style-type: none"> - Need to include the 5 overarching principles or themes referenced by TF as required and vital - Kids at the centre, wrap around coordinated services, trauma informed practice, system navigation, collaboration - Note this is a STRATEGY not a report. - Weave justice and human rights and equity throughout as a driver. 	
Treaty Spirit	Try and weave treaty spirit throughout the documents	
Working Poor	Missing and need to be clearly prominent	
Business Speaks Page	It's not about a page on business language. Weave strong business and nfp and call to action and collaboration throughout. Many sectors coming together needs to be in the strategy throughout. Business, enterprise, cross silo, govt, philanthropy .	
Children	See if children, youth perspective, stories and input can be inserted , if this is about prevention children should be prominent	
Definition	Needs more context and value and prominence , not just a small box	
Implementation /Next Steps	Need strong piece on next steps, specifics, and ideas around measuring poverty, engagement, leadership/governance and the implementation planning.	
Priorities Section	<p>Specific points for consideration and revision:</p> <ul style="list-style-type: none"> - Reframe the recommendations for consistency and clarity and substance - Each Recommendation needs to be consistently written, similar short rationale, identified actions - May reorder for flow the 4 buckets as well as rename - Remove the Big Idea boxes - Apply the 5 criteria to each one, to indicate why it was chosen – Could use graphics/icons. 	

	<ul style="list-style-type: none"> - Must dos and Why Nots don't add value - Purview- needs to be in the text but also referenced, by icon graphics or others, - Change wording , ie don't use "make" others, or "ask" the province. Use direct, action language. - Specific Recommendations need more work: Early Learning (Jeff to provide), CDC (Carman and Mark providing), Living Wage and transit check and massage, Rec 11 on community gardens, not viable, needs work. Project Team to enlist TF member support a/if needed. - Insert with individual priorities a stat, a quote and an action readers can do, to ground the idea for change in reality, so stats are interwoven throughout . Adding more granular read life data, stats, FFE impact . - Interweave the Count Me In actions in this section, not just at the end - Build in the Big 5 game changers or places to start that are well recognized - May need to bring up the At A Glance Priorities closer to front 	
Co Chair Piece	Discussed where it is most powerful and what it intends to do. Review .	