

Task Force for the Elimination of Poverty Meeting
Tuesday, November 25, 2014, 4:00 - 6:30 PM
Heritage Room, City Hall

Present:

Members: Mayor Don Iveson (Co-Chair), Bishop Jane Alexander (Co-Chair), Councillor Ben Henderson, Justin Archer, Jeffrey Bisanz, , Mark Holmgren, Councillor Amarjeet Sohi, Zahra Somani, Sarah Eadie, Sandra Huculak, Maria Mayan, Janice Melnychuk, Anne Smith, Minister Heather Klimchuk Yvonne Chiu, Tiffany Linke-Boyko, Carman McNary, Dr. Louis Francescutti, Eugene Ip, Brenda St. Germain

Guests: Gord Johnston, Catrin Owen. Gary Dewhurst, Marty Berg

COE Staff: Lyall Brenneis, Kate Gunn, Patricia Waismann, Ward Antoniuk, Lucenia Ortiz, Kris Andreychuk, Jay Freeman, Bin Lau

Regrets: Bishop Jane Alexander, Dr. Joseph Doucet, Kate Chisholm, Fiona Cavanaugh, Daniel McKennit

Minutes

| Discussion | Action |
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| 1. Call to Order <ul style="list-style-type: none"> ■ Mayor Don Iveson called the meeting to order at 4:00 p.m. ■ Mayor Iveson welcomed Gary Dewhurst and Marty Berg from Production World who offered their video services to the Task Force. ■ The October 21 minutes was approved | |
| 2. Mayor Iveson Updates <ul style="list-style-type: none"> ■ City Building Summit - strong consensus of themes on the Social Determinants of Health, wellness and prevention and the role of municipalities in this area. These themes align with our work on our focal areas. ■ Truth and Reconciliation work - Wab Kinew led the workshop for City senior management on aboriginal awareness, including historical trauma. Well received by participants and provided an opportunity to model their own reconciliation and for the city to show leadership in being responsive to Aboriginal context. ■ Dr. Eldar Shafir's presentation on Scarcity identified practical strategies to enable people living in poverty make good decisions. | |
| 3. Review of Final Key Assumption and Guiding Principles | A sub-group composed of |

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| <p>A draft set of guiding principles developed from the work on the draft assumptions. Feedback generated from the Task Force members include the following comments:</p> <ul style="list-style-type: none"> • Challenging to make the connection from the draft assumptions to the guiding principles • Prevention is missing from the principles • Need more time to figure out what is/are missing in the principles • Need to review the language similar to the federal strategy on ending child poverty • May need to re-organize the guiding principles <p>To address the above comments and gather feedback from Task Force, it was suggested that a sub-group be put together to work on the guiding principles to be presented and discussed in the January meeting.</p> | <p>Yvonne Chiu, Anne Smith, Janice Melnychuk and Brenda St. Germain work with Calder Bateman to develop a revised set of guiding principles.</p> |
| <p>4. Edmonton Poverty Profile Report</p> <p>The Final Draft of the Edmonton Profile Report was presented for a final review by the Task Force. The discussion focused on how this report could be effectively utilized and disseminated. Suggestions include:</p> <ul style="list-style-type: none"> • Ensure distinction between the City as a municipal corporation and the city as a community • Useful in setting benchmarks and tracking progress of actions • Use as a communication tool to create awareness through distilling salient information and user friendly statistics • Need to put a human face in the report and real life stories to have a hook and engage people and be a conversation generator • Need to expand the economic indicators those of well being and quality of life • Make sure that presentation of communities in poverty be explained with context | <p>Edmonton Social Planning Council release the report to the public</p> |
| <p>5. Poverty Measures Presentation</p> <p>The Information and Research Round Table presented its preliminary report on poverty measures. The report recommends the Low Income Measure (LIM) After Tax as the main economic measure and supplemented by the Market Basket Measure (MBM). It also proposes multidimensional poverty index (MPI) to address the social and cultural dimensions of measuring poverty.</p> <p>Over-all the report was well received by the Task Force with approval of the recommended measures and noting that further work is needed to developed the non-economic measures to be consistent with the definition of poverty.</p> | <p>IRRT to continue further work on additional measures and present its final recommendations to the Task Force in 2015.</p> |

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| <p>6. Updates</p> <ul style="list-style-type: none"> • Information and Research Round Table - created a system to respond to research request from Working Groups; conducting annotated bibliography on best practice and exploring the use of data analytics to visually present poverty data. • Aboriginal Round Table - extending engagement support to Working Groups by connecting them to Aboriginal communities and organizations. They are also planning their own Aboriginal engagement to develop recommendations. • Communication and Engagement Committee - updated on communication tools developed i.e. brochures, banners, social media. Presented "Count Me In" movement building approach to engage Edmontonians in diverse and interactive platforms. Task Force members offered suggestions to strengthen the approach such as lead involvement of people with lived experience of poverty, inclusion of Aboriginal perspective, use this to engage public to validate recommendations, identify specific sectors needed to be reached and anchor the activities towards achieving the key outcomes of changing people's attitudes. | |
| <p>7. Adjournment</p> <ul style="list-style-type: none"> ■ Meeting adjourned at 7:00 pm. ■ Next Task Force meeting: January 21, 2015 ■ Location: TBD | |