

Task Force for the Elimination of Poverty Meeting
Tuesday, October 21, 2014, 4:00 - 6:30 PM
Willow Room, Boyle Street Plaza
9538-103A Avenue

Present:

Members: Mayor Don Iveson (Co-Chair), Bishop Jane Alexander (Co-Chair), Councillor Ben Henderson, Justin Archer, Jeffrey Bisanz, Kate Chisholm, Mark Holmgren, Councillor Amarjeet Sohi, Zahra Somani, Sarah Eadie, Sandra Huculak, Maria Mayan, Janice Melnychuk, Anne Smith, Dr. Daniel McKennitt, Fiona Cavanagh

Guests: Gilman Cardinal, Gord Johnston, Catrin Owen, Corinne Saad, Adam Rozenhart, Susan McGee, John Kolkman, Miranda Jimmy

COE Staff: Lyall Brenneis, Kate Gunn, Patricia Waismann, Ward Antoniuk, Lucenia Ortiz, Spela Crnic, Kris Andreychuk, Gord Stewart, Jay Freeman, Bin Lau, Joshua Manego

Regrets: Minister Heather Klimchuk, Yvonne Chiu, Tiffany Linke-Boyko, Carman McNary, Dr. Joseph Doucet, Dr. Louis Francescutti, Eugene Ip, Lisa Weber, Walter Trocenko

Minutes

Discussion

1. Smudge Ceremony

by Gilman Cardinal

2. Call to Order

- Mayor Don Iveson called the meeting to order at 4:30 p.m.
- Mayor Iveson welcomed Gilman Cardinal, Gord Johnston, Catrin Owen, Corinne Saad, Adam Rozenhart, Susan McGee, John Kolkman
- The October 21 agenda and the September 24 minutes were approved.

3. Updates

A. Communications and Engagement

The Communications and Engagement Committee (CEC) presented the Communications and Engagement Approach, a plan for creating an **endpoverty Edmonton** movement and supporting the development of endpoverty Edmonton implementation plan. Using a phased approach, the plan integrates communication strategies and engagement work to introduce a new conversation about poverty through various media platforms as well as engage a broad base of Edmontonians to validate the proposed actions to end poverty in Edmonton within a generation.

The presentation generated active discussions among Task Force members. Some of the key points that were raised were:

- The idea of building a movement is well-received. Need to be aware of the challenges of sustaining this movement after the plan has been developed and recognize that movements that are successful will have a life of their own. An engagement strategy should be included in the endpoverty Edmonton plan to address this.
- Concerns about limiting the number of actionable goals and recommendations. Suggestion to offer some flexibility with Working Groups to develop relevant goals and recommendations as needed.
- Important to theme the recommendations that align with each other to see a unifying element in the plan

B. Round Table Updates

- Information and Research Round Table (IRRT) - focus research on poverty measures and prepare an annotated bibliography of poverty elimination this month until November. They will also start working on governance models that would support implementation of the plan. Work closely with ART on ensuring Indigenous lens is applied to the research work.
- Aboriginal Round Table (ART)- provide support to the Working Groups by connecting them with Aboriginal groups for their engagement work as well as recruit Aboriginal members to the Working Groups. They will sit on the CEC to provide the Aboriginal voice in the communications and engagement activities. A new Co Chair was selected - Brenda St. Germain .

C. Recommendations for 7th focal area

The report of the Sub-Group to explore a 7th focal area was presented by Sarah Eadie. It recommended the creation of a 7th Working Group called Justice and Democratic Participation that will be focusing on the access to the justice, humans rights protection, democratic participation and decriminalizing poverty.

Action: A motion was carried to create a 7th Working Group called Justice and Democratic Participation to be Co-Chaired by Sarah Eadie. Task Force members include Carman McNary and Kate Chisholm.

D. Homeward Trust Presentation

Susan McGee, CEO of Homeward Trust provided key accomplishments in for 2013 which is at the halfway point in the 10-Year Plan to End Homelessness:

- Over 2,800 people who were once in peril have found safe shelter.
- Funded 18 new Permanent Supportive Housing units.
- Opened Hope Mission's Green Manor that added 52 new housing units.
- Opened NOVA through Edmonton's John Howard Society which provides transitional husing for 19 at-risk youth.
- Between 2001 and 2013, we disbursed over \$200 million in funds for 90 capital and over 250 support services project.
- Attracted an additional \$146 million in support from other groups and created over 1700 housing units.

Homeward Trust will continue the implementation of the plan for next five years - completing

capital projects, continue and seek more support for current programs, engaging Edmontonians and conducting relevant community research

4. Confirm Draft Assumptions

For lack of time, this discussion was postponed. Bishop Alexander suggested that the discussions and feedback could happen online among the Task Force members, identify gaps as well as cross-reference the assumptions with the draft poverty profile.

Action: The survey results will be sent to Task Force members for information. The resulting top five draft assumptions will be sent out to our Communications Consultant for further refinement and polishing and turn them into clearer and compelling statements. Once re-drafted, the revised assumptions will be sent to Task Force members for discussion at the next Task Force meeting.

5. Poverty Profile Presentation

John Kolkman presented key highlights of the draft report to gather the Task Force comments. Over-all the report was well-received with a few suggestions on the content.

Action: Additional comments are welcome and can be shared via email. The final version should be ready in late November and available for Working Groups to use it in their work.

6. Wrap-up

- Poverty Profile is due to be completed in mid-November
- The last two months of the year will be busy as all the Working Groups will be working on the scope and key issues.
- Communications and Engagement Committee will be commence implementing the various activities in their plan.
- We will begin to define our goals and further develop our key approaches (advocacy, engagement & communication, asset-based, investment etc).
- The Round Tables will provide us with their recommendations on poverty measures.

7. Adjournment

- Meeting adjourned at 6:40pm.
- **Next Task Force meeting:** November 25, 2014, from 4:00 to 6:30 pm
- **Location:** Heritage Room, City Hall