



Edmonton Salutes

Agenda
VIA - Google Meet - Calendar
9:00am - 11:00am
October 21, 2022

Committee Mandate: to recognize the value of the contributions made by military personnel, veterans and their families who reside within the city and surrounding communities.

Item	To Speak
1. Call to Order	Chair
2. Introductions.....	All
3. Determination of Quorum	City Admin
4. Approval of Agenda	Chair
5. Approval of September 28 meeting minutes	Chair
6. Guest Speaker - Field of Crosses for Edmonton/Northern Alberta	Kelley Abercrombie
7. Reports	
7.1. Chair Report	Chair
7.2. Administration Report	City Admin
7.3. Members/Sector Reports	Military
7.4. Subcommittee Reports.....	Chair
7.4.1. Strategic Action Subcommittee.....	D. Krill
7.4.2. Membership and Orientation Subcommittee.....	L. Strachan
7.4.3. Budget Subcommittee	S. Maybee
7.4.4. Bylaw and Policy Subcommittee	R. Torrie
Other Reports	All
8. New Business	Chair/ All
8.1. Remembrance Day Events	Admin
8.2. Queen Elizabeth II Platinum Jubilee Medals	Chair / Admin

9. Next Meeting - November 25, 2022

10. AdjournmentChair

Upcoming events:

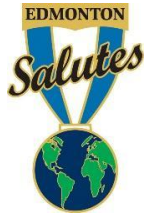
- Military Training Exercise (observation) - Fall 2022
- Remembrance Day Events - November 2022
- Volunteer Recognition - December 2022

Upcoming meeting dates: 2022

November 18

Attachments (and included below):

- [ESC September 28, 2022 Meeting Minutes](#)
- [Field of Crosses Southern Alberta Website](#)
- [Mileage Policy](#)
- [Remembrance Day Ceremonies and distribution of Wreaths](#)
- [Remembrance Day Proposal](#)
- [Queen Elizabeth II Platinum Jubilee Medals Website](#) and [Partners](#) list
- [ESC Swag and Promotional Items Inventory \(Link\)](#)



Edmonton Salutes

Minutes **DRAFT**

In person (Community Room 1, Stanley Milner Library and VIA - Google Meet)
1:30 - 3:30 P.M. September 28, 2022

Committee Mandate: to recognize the value of the contributions made by military personnel, veterans and their families who reside within the city and surrounding communities.

In Attendance - Voting Members

In person

- Dan Derouin, Sturgeon County
- Laurie Hackett, Community Member
- Alexandra Hryciw, Edmonton Chamber of Commerce
- Darren Krill, Community Member
- Scott Lundy, Community Member
- Marvin Neumann, Canada Lands Co.
- Karen Principe, City of Edmonton

- Lorne Strachan, Community Member
- Alexander Tsang, Edmonton United Services Institute

Virtually:

- Wes Brodhead, City of St. Albert
- Nicole Goehring, Community Member
- Dave McRae, Town of Redwater
- Carolyn Patton, Canadian Forces Liaison Council

Guests

Military

- Maj. Phil Paradis, CFB Edmonton
- Capt David Parker, 408 Tactical Helicopter Navy Squadron
- L Cdr Leslie Yewer-Stacey, HMCS Nonsuch
- Cdr Tyler Smith, HMCS Edmonton
- 8 crew members of HMCS Edmonton

Government

- Sebastian Farkas, Assistant to MLA Brad Rutherford, Government of Alberta Military Liaison to the Canadian Armed Forces
- Georgette L'Hirondelle, Canada Lands Company (Observer - will be primary rep in October when Marvin Neumann retires)

Regrets

- Amber Harris, Town of Gibbons
- Brian Hodgson, CHAIR
- Justin Yaassoub, Community Member
- Kaetlyn Corbould, Community Member
- Katie Berghofer, Strathcona County
- Lacey Laing, Town of Bon Accord
- Lisa Makin, City of Fort Saskatchewan
- Roza Parlin, Military Family Resource Centre
- Mac (Robert) Torrie, Edmonton Legion

City of Edmonton Staff/Secretariat

- Sarah Patterson
- Kristin Lewis
- Natasha Weber

Item	Agenda Item	Action
1.	Call to Order	

	<p>1.1 - Administration called the meeting to order at 1:51 p.m..</p> <p>L. Yewer Stacey MOVED that Steve Maybee will Act as Chair for the September 28, 2022 Edmonton Salutes Committee meeting</p>	<p>Administration noted that the Edmonton Salutes Chair and Vice Chair are unable to attend the meeting. The committee is required to select a Chair to preside over the meeting.</p> <p>Carried</p>
2.	Introductions	
	2.1 Introduction/Welcome Guests	Note: Introductions occurred prior to the official start of the meeting (from 1:25 - 1:49 p.m.)
3.	Determination of Quorum	
	3.1 - Quorum of at least 12 members was confirmed by Kristin Lewis Y/N?	Yes
4.	Approval of Agenda	
	4.1 - L. Strachan MOVED to approve the Agenda for the Edmonton Salutes Committee Meeting of September 28, 2022.	Carried
5.	Approval of Meeting Minutes	
	5.1 - L. Yewer Stacey MOVED to approve the Edmonton Salutes Meeting Minutes from June 24, 2022.	Carried
6.	HMCS Edmonton Presentation	
	6.1 Presentation by Lt Cdr Smith	Lt Cdr Smith provided a presentation on the history and activities of HMCS Edmonton.
7.	Andy Carswell Building Presentation	
	7.1 Presentation by Suzanne Le and Alan Mulawyshyn, Veterans Affairs Canada	Suzanne Le, Executive Director and Alan Mulawyshyn, Deputy Executive Director provided a presentation on Veterans House Canada, their mission to provide permanent housing for homeless veterans. They discussed their pilot project of the Andy Carswell Building and plans to expand to cities such as Edmonton.
8.	Reports	
	8.1 - Chair Report	Deferred due to absence of Chair.

<p>8.2 - Administration Report - Kristin Lewis</p>	<p>Administration provided a verbal report. Key items included:</p> <ul style="list-style-type: none"> • Freedom of the City is scheduled for October 22, 2022 from 11 a.m. - 1:30 p.m. All Edmonton Salutes Committee members have been invited and are encouraged to attend. • Administration has made initial contact with the Citadel regarding the arrangements for attendance at A Christmas Carol. Further work with 3CDSG and MFRC will take place to organize the event. Note: Consider charging a nominal fee for tickets in order to ensure attendance. • Note that the Budget Subcommittee approved sponsorship of \$1500 for the CFLC September 29 luncheon at a meeting on Aug 4, 2022 . This was further to ESC support for sponsorship, with a request for the Budget Subcommittee to determine the amount. • Note: Administration will provide further details for the reimbursement of parking for members that attended the September 28 meeting in person. • Administration will coordinate wreaths for ESC members to lay down at Remembrance Day ceremonies.
<p>S. Lundy MOVED to accept verbal reports provided by Administration.</p>	<p>Carried</p>
<p>8.3 - Members/Sector Reports - Military</p>	<p>Lt Col Paradis provided a verbal report for the 3 CDSG. Key items included:</p> <ul style="list-style-type: none"> • Regional grappling meet coming up in October • Base is recognizing Mental Health Awareness week for the next month • November 7 No Stone Left Alone is happening • Royal Canadian Artillery Band is getting back with their performance in December • Seasonal Appreciation Dinners are coming up - opportunity for officers to feed the troops. There may be an opportunity for a few Edmonton Salutes Members to attend. • 1 Field Ambulance Business Lunch on September 23, 2022 just occurred and all Edmonton Salutes members were invited. Invites will be coming for the next Business Lunch • New Brigadier General for 3CDSG is S.G Graham.

	<p>D. Krill MOVED to accept verbal reports provided by the Military</p>	<p>Captain Parker provided a verbal report for the 408 Tactical Helicopter Squadron. Key Items included:</p> <ul style="list-style-type: none"> • Major operation this year with the Canadian Northern Sovereignty exercise • On standby for Operation Renaissance (in October) for supporting major international disasters <p>Lt. Cdr. Yewer-Stacey provided a verbal report for the Navy. Key items included:</p> <ul style="list-style-type: none"> • Nonsuch is excited to host HMCS Edmonton crew • Many of their staff have extended contracts abroad - currently very short staffed • 2023 is the 100th anniversary of HMCS Nonsuch and the Naval Reserve. 4 marquis events: Freedom of the City, a ball, creating a Geocache trail and Dragon boating <p>Carried</p>
	<p>8.4 Subcommittee Reports</p> <p>8.4 (a) Strategic Action Subcommittee</p> <p>8.4 (b) Membership and Orientation Subcommittee</p> <p>8.4 (c) Budget Subcommittee</p>	<p>Subcommittee reports were as follows:</p> <p><u>Strategic Action</u> No report. Meeting likely in late October</p> <p><u>Membership and Orientation Subcommittee:</u> No report. Meeting in October</p> <p>Budget Subcommittee Report S. Maybee</p> <ul style="list-style-type: none"> • Action: Budget Subcommittee Chair S. Maybee and Member J. Yassaub will engage with General Paul Wynnyck to explore options for how ESC can support the Ukrainian cause. B. Hodgson will facilitate the connection. • Action: S. Maybee will connect with Strategic Action Subcommittee Chair D. Krill to involve this Subcommittee in the exploration of options for Ukraine Support. • Administration to request a funding application from No Stone Left Alone for the committee to consider. • Budget subcommittee is recommending that the ESC approve the funding request of \$2400 for Operation Restoration. • Noted that Budget subcommittee has agreed that any funding requests coming forward will need an application form

	<p>S. Maybee MOVED That the Edmonton Salutes Committee approve funding of \$2,400 in support of the Operation Restoration application.</p> <p>S. Maybee MOVED That the Edmonton Salutes Committee approve the document on Guidance on the Use of Municipal Funding Contributions.</p> <p>8.4 (d) Bylaw & Policy Subcommittee</p>	<p>filled out or else the Subcommittee will not accept the request.</p> <p>Carried</p> <p>Carried</p> <p><u>Bylaw and Policy Subcommittee</u> No report. Meeting likely in October.</p>
	8.5 Other Reports	<p>A. Tsang provided pamphlets on the Last Post Fund. Provides financing for funeral services and identifies Veterans who have been buried without any markers.</p> <p>EUSI's symposium - Canada has donated drones to support Ukraine that were very useful in battle. Next symposium will be in April.</p> <p>CFLC went on an ExecuTrek for Exercise Grizzly Defender. Also had Reservists Recognition Day this past Saturday. CFLC had a briefing from Ottawa and they conveyed that the military is short 10,000 soldiers.</p> <p>MLA Rutherford provided an update for Reservists Day last Saturday, with the purpose to thank reservists and highlight their value to employers.</p> <p>Canada Lands was happy to host the HMCS Edmonton crew yesterday and happy to take the lead on that. They've developed a few new streets in Griesbach and next year they're working with airborne veterans in June to commemorate the 50th Anniversary.</p>
9.	New Business	
	7.1 New Business	None
10.	Next Meeting	
	10.1 Next Meeting	Next meeting is October 21, 2022, virtual.

11.	Adjournment	
	11.1 A Tsang MOVED to adjourn the meeting at 3:35 p.m.	Carried. Meeting ended at 3:35 p.m.
<p>Upcoming events:</p> <ul style="list-style-type: none"> ● CFLC Reservist Luncheon - September 29th, 2022 ● National Day of Truth and Reconciliation - September 30th, 2022 ● Dedication to Light Horse Park - October 1, 2022 ● Freedom of the City - October 22, 2022 ● Military Training Exercise (observation) - Fall 2022 ● Remembrance Day Events - November 2022 ● Volunteer Recognition - December 2022 		
<p>Upcoming Committee Meetings:</p> <ul style="list-style-type: none"> ● Next ESC meeting will be October 21, 2022, November 25, 2022. 		

Council Committee Member Expense Statement

Vendor #:		Reference #		P/U code:			EFT
Department		Member Name		Payroll NO.			
Council Committee							
Date	Vendor	Purpose		Cash Paid Out	Tips	Amount Expensed	GST
	Business Travel - 480000	Ex. Travel Reimbursements for Conferences, Training, or Meetings Outside of the city of Edmonton					
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
	Misc. Service Costs - 448090	Ex. Costs of Care for Dependents to Accommodate Attendance of Meetings					
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
	Transportation - 409500	Ex. Parking, Bus Fare, and Taxis					
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
						-	-
	Other CE#						
						-	-

Event Name	Organizer	Location	Event Schedule	Website	ESC Member to attend
No Stone Left Alone	No Stone Left Alone Memorial Foundation	Beechmount Cemetery	10 am - 1 pm	www.nostonelleftalone.ca	
Beverly Memorial Cenotaph Remembrance Day Ceremony and Parade	Beverly Business Association	Parade: Beverly Neighbourhood, south on 47 Street at 119 Ave to 118 Avenue, east on 118 Avenue from 47 Street to 39 Street Ceremony: Beverly Memorial Cenotaph	Parade: 10:30 - 11:00 am Ceremony: 11:00 am - 12:00 pm	mybeverly.ca/thing/remembrance-day-celebration	
Calder Remembrance Day Memorial & Parade	Northwest Seniors Centre	Parade: Calder Neighbourhood, on 120 Street between 129 and 127 Avenue Ceremony: Calder Cenotaph	Parade: 10:15 - 11:00 am Ceremony: 11:00 - 12:30 pm	www.CalderCommunityLeague.ca www.nwess.ca	
PPCLI Griesbach Remembrance Day Ceremony	Princess Patricia's Canadian Light Infantry	Ceremony: Patricia Park	Ceremony 10:45 - 11:30am		
South Alberta Light Horse Remembrance Day Ceremony & Parade	South Alberta Light Horse Regiment	Parade: Strathcona Neighbourhood Ceremony: Light Horse Park (84 Ave and 105 Street)	Parade: 10:25 - 10:45 am Ceremony: 10:45 - 12:00 pm		
20th Field Regiment Gun Salute	20th Field Artillery Regiment, Royal Canadian Forces	Legislature Grounds (closure of the High Level Bridge east sidewalk and east approach lane closest the grounds)	Salute: 10:55 - 11:25 am		
Remembrance Day Ceremony	Private Citizens (Van Sloten Family)	Ainsworth Dyer Bridge, Rundle Park	Event Starts: 10:30 am Ceremony: 11:00 - 12:00 pm	None	

City Hall Plaza Remembrance Day Ceremony	The Loyal Edmonton Regiment (Canadian Armed Forces)	City Hall Plaza Cenotaph	Event Starts: 10:30 am Ceremony: 10:40 am		
Remembrance Day Service hosted by 700 Wing	700 Wing RCAF Association (see Invite)	Peter Blatchford Community Centre (ceremony) reception at Alberta Aviation's volunteer lounge	Event Starts: 10:30 a.m.	RSVP to lay wreath by Oct. 21 to Deputy Director John King: 780-932-1641 or jwsking@me.com	
Remembrance Day Ceremonies at the Royal Canadian Legion Kingsway Branch #175	Royal Canadian Legion Kingsway Branch #175 (see invite)	Branch Cenataph, 14339 50th Street, Edmonton	Arrival at 10:00 a.m. at the Maple Ballroom; Event Starts: 10:45 a.m.		Lorne Stachan?

Edmonton Salutes Remembrance Day Media Visits

To help raise awareness for Edmonton Salutes, the Strategic Action Committee and the Finance Committee are suggesting a media tour of select media outlets on Friday, November 11th – Remembrance Day.

On that day, media outlets will be honoring our troops as they have in the past. However, they will also be looking for unique content to help populate their shows and draw in listeners or viewers.

By setting appointments in advance, we can arrange to send one Edmonton Salutes member and either a veteran, or a currently serving member of the Canadian forces to each location. While the military member can talk about the significance of Remembrance Day, and share some of their personal perspectives about serving for Canada, the Edmonton Salutes representative can talk about the future. What we do, and why it's important to support our military members and families within the community.

By timing our visits for Remembrance Day, we are providing the media with peerless content on the one day that they are guaranteed to be focused on the achievements and sacrifices of our brave soldiers.

With many radio outlets clustered in the same ownership facility, a single visit can easily be expanded to two or three stations in a single visit.

Based on the suggested plan below, we would require 7 Edmonton Salutes board members and 7 veterans or currently-serving members of the Canadian Forces to fulfill the schedule and truly blanket the city.

Obviously, we can also pick and choose which media outlets would provide Edmonton Salutes with the most exposure too and time on-air, and trim the schedule accordingly. Talk radio outlets like 630 CHED and the CBC are most likely to have extended discussions on-air, while other music-focused stations will run much shorter interviews (5-10 minutes maximum).

As these visits would come at no cost to the Edmonton Salutes board, it would just be a matter of populating each block with a two-person team, and developing key points in messaging that each team can deliver.

Best of all, this can become a recurring media event every Remembrance Day that pays the appropriate honor to our troops, and helps raise awareness for Edmonton Salutes and its many valuable contributions.

Moving forward, a motion should be made to the Edmonton Salutes board asking if others see value in the media visits, and if others would be willing to raise a hand and host one of our scheduled visits on the morning of Friday, November 11th.

Summary of Ask/Request to Edmonton Salutes Committee Members

- We will ask committee members to sign-up for interview times if interested and available.
- We will ask committee members to help identify veterans and active service members who are willing to sign-up for the interview schedule
- Those that volunteer for an interview will be given key messages they can reference

More instructions will follow once an interview is scheduled, including the time and location.

Suggested Media Outlets

CBC	CBC Radio	Mark Connolly & Tara McCarthy
Jim Pattison Group	Up 99.3	Cory Kimm
	Now 102.3	Crash & Mars
Stingray Group	K-97	Terry Evans
	The Breeze 96.3	Brad Dryden & Deb Smith
iHeartRadio	The Bear	Yukon Jack & Scott McCord
	Virgin 104.9	Mark D & Alice G
Global	Global Mornings	Erin Chalmers & Vinesh Pratap
CTV	CTV Mornings	Kent Morrison & Ziyah Karmali
Corus Entertainment	630 CHED	Daryl McIntyre & Chelsea Bird
	CISN	Chris Scheetz