

# **St Andrews Heights Community Association Business Planning 2014**

## **Vision**

St Andrews Heights is a safe and friendly community where people are valued and are proud to live.

## **Mission**

St Andrews Heights Community Association serves the evolving needs of its residents and maintains the community spirit through its core values.

## **Values**

- We value community involvement and will work collaboratively to support the needs of our residents.
- We will engage our community in a transparent, open and fair manner to bring the community together.
- We will demonstrate integrity as we advocate on behalf of the residents of St Andrews Heights.
- We value being an inclusive community that encourages participation.
- We will be strategic when making decisions for a sustainable and environmentally sound organization.
- We value mutual respect.

## **Our Community**

About our community:

- Increase in toddlers and preschool
- Decrease in older adults
- Residents have lived here for 50+ years
- More professional couples (double income)
- Significant number of rental properties 30% rental rate
- Our competitor is City wide sport programs
- We serve members and residents of the community
- Membership benefits you by lower rental rates, sport programs and advocacy.
- Residents benefit by having access to the facility, newsletter and advocacy on behalf of institutional partners.
- Our partners are: Intercommunity soccer association, Rundle School, Foothills medical centre, SSASPG collaborative community group, West Campus Group.

## **Our people**

What we currently do

- We use personal connections to recruit our board and volunteers
- We have a newsletter, rink crew, hall rental, membership and maintenance coordinators that recruit their groups of volunteer and they each report to the board
- Soccer and Tennis coordinators report to the VP of sports
- Our membership drive includes asking if they want to volunteer

What we could be doing

- Face to Face membership drive
- Community survey to residents to see what they want

## **Our Programs and Services**

What we currently do

- Sports - soccer, tennis and skating
- Basketball courts
- Rental program
- Development permit review
- Little free library
- Newsletter
- Community Clean up
- Halloween party
- Wine and cheese
- Sports wrap up party
- Volunteer appreciation
- Fitness group
- Art Group

What we could be doing

- Octoberfest
- Community Garage sale
- Seniors programs
- Senior and Social director
- Attempted to recruit a youth director
- Drop in sports geared towards adults
- Recruit Historian

## **Marketing and Communication**

What we currently do

Internal

- Effective board meetings
- Email
- Minute binder and they are on the website

External

- Newsletter
- Website – bylaws, executive roles, email a request if you want minutes, contact information, newsletter

What we could be doing

Internal

- Working well!

External

- Update website and attach minutes
- Better liaison with Ward Councillor

## **Our Facility**

What we currently do

- Current lifecycle plan 2010
- Take advantage of the Capital conservation grant
- Facility coordinator
- Facility is used to capacity
- Rentals bring in revenue (22K)

What we could be doing

- Maintenance Plan/checklist, electronic and hard copy
- Engineer to assess our building structural integrity to determine the life of the building
- Determine what is happening with the Rundle site in 2016 and look to see if there is a potential opportunity for joint use

## **Our Finances**

What we currently do

- Last Year we has excess \$3000. profit on the hall alone in 2012.
- Overall \$14 000. overall with memberships.
- FCC is our auditor
- Monthly treasurer reports
- Surplus from soccer in 2013
- Proper signing authorities

What we could be doing

- A yearly budget
- Look at our investments
- Internal control recommendations from the FCC

**Priorities:**

- Survey to residents – **Action Plan created (Liz & Lorna)**
- Future of the hall – engineer to assess structural integrity (**Michael**)
- Ensure SAHCA maintains strong relationships with institutional partners (**Jacques**)
- How to engage Foothills condo residents (**Jacques**)
- Finance – Yearly budget, investments, internal controls (**Gord, Jacques**)
- Recruit a community Historian (**Ken**)
- Maintain communication with Rundle to see where they are going in the future (**AI**)
- Maintenance plan (**Brenda, Michael**)
- Recruit a membership coordinator (**John, Liz, Jacques**)