



Edmonton Salutes

Agenda
VIA - Google Meet - Calendar
9:00am - 11:00am
February 24, 2023

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 January 27, 2023 Meeting Minutes.....	Chair
6. Guest Speaker: Colonel C.W. (Chris) Hunt, Commander, 41 Canadian Brigade Group	
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	D. Krill
7.4.2. Budget Subcommittee	S. Maybe
7.4.3. Membership and Orientation Subcommittee.....	L. Strachan
7.4.4. Bylaw and Policy Subcommittee	K. Corbould
7.5. Other Reports	All
8. New Business	Chair/ All
9. Next Meeting - March 24, 2023	
10. Adjournment	Chair

Upcoming events:

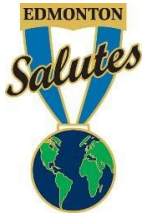
- MFRC Donor/Sponsorship Appreciation Open House - March 2, 2023
- Garrison Business Luncheon - March 17, 2023
- Tour of the Veterans' Association Food Bank - Date TBD

Upcoming meeting dates: 2023

- March 24, 2023
- April 28, 2023 (tentatively in-person)
- May 26, 2023

Attachments (and included below):

- [January 27, 2023 Minutes](#)
- Presentation from 41 Canadian Brigade Group (TBC)
- [408 Squadron Business Luncheon Invite](#)
- [MFRC Yellow Ribbon Gala Sponsorship Request](#)
- [Military Service Recognition Book - ESC Ad \(TBC\)](#)
- [Updated ESC Budget 2023](#)



Edmonton Salutes

Minutes **DRAFT**
 VIA - Google Meet
 9:00 - 11:00 A.M.
 January 27, 2023

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

- Alexander Tsang, Edmonton United Services Institute
- Alexandra Hryciw, Edmonton Chamber of Commerce
- Amber Harris, Town of Gibbons
- Brian Hodgson, CHAIR
- Carolyn Patton, Canadian Forces Liaison Council
- Dan Derouin, Sturgeon County
- Darren Krill, Community Member
- Fred Malott, Town of Legal
- Georgette L'Hirondelle, Canada Lands Company
- Karen Principe, City of Edmonton
- Kaetlyn Corbould, Community Member
- Laurie Hackett, Community Member
- Lorne Strachan, Community Member
- Mac (Robert) Torrie, Edmonton Legion
- Mike Killick, City of St. Albert
- Nicole Goehring, Community Member

Guests

Military

- Maj. Phil Paradis, CFB Edmonton
- Cdr Leslie Yewer-Stacey, HMCS Nonsuch

Municipal

- Rebecca Balanko, Town of Morinville

Regrets

- Brad Rutherford, MLA and Provincial Liaison to the CAF
- Dave McRae, Town of Redwater
- Maj Graham Kallos, 408 Tactical Helicopter Squadron
- Justin Yaassoub, Community Member
- Katie Berghofer, Strathcona County
- Lacey Laing, Town of Bon Accord
- Lisa Makin, City of Fort Saskatchewan
- Roza Parlin, Military Family Resource Centre
- Scott Lundy, Community Member
- Steve Maybee, Edmonton International Airports

City of Edmonton Staff/Secretariat

- Kate McIntosh
- Kristin Lewis,

Item	Agenda Item	Action
1.	Call to Order	
	1.1 - Chair B. Hodgson called the meeting to order at 9:03 a.m.	Meeting called to order at 9:03 a.m.

2. Introductions		
	2.1 Introduction/Welcome Guests	<p>The Chair welcomed all members in attendance. Noted guests:</p> <ul style="list-style-type: none"> • Councillor Rebecca Balanko from Morinville is joining as a guest, as the Town has formally requested the opportunity to participate on the Committee. • Kate McIntosh, Director of External Relations and Partnerships is returning to the role, and will work with City of Edmonton staff in support of the Committee.
3. Determination of Quorum		
	3.1 - Quorum of at least 13 members was confirmed by administration Y/N?	Yes
4. Approval of Agenda		
	4.1 - K. Corbould MOVED to approve the Agenda for the Edmonton Salutes Committee Meeting of January 27, 2023	Carried
5. Approval of Meeting Minutes		
	5.1 - R. Torrie MOVED to approve the Edmonton Salutes Meeting Minutes from December 16, 2022.	Carried
6. Reports		
	6.1 - Chair Report	<p>Chair provided a verbal report. Key items included:</p> <ul style="list-style-type: none"> • Attended the Joint Strategic Action and Budget Subcommittee meeting January 6, 2023 • Meeting with City Manager Andre Courbould on December 19 to discuss the Military Tattoo, which he supports. The City Manager suggested that the Chair meet with Tracy Bednard of Explore Edmonton • Been in contact with Randy Boissonnault office (federal Minister of Tourism) to talk about the Military Tattoo. Meeting is scheduled for next week. • Recruitment Update - attended session on the process for recruitment • Subcommittee chairs and members <ul style="list-style-type: none"> ○ Please advise the Chair or administration if you wish to step down from OR join a subcommittee. ○ Members can refer to the subcommittee list for the purpose of each and the current members. • Vision for 2023 includes:

	<p>L. Hackett MOVED to accept verbal report of Chair for information</p>	<ul style="list-style-type: none"> ○ More presence at community and military events ○ creating more relationships to raise awareness of our military community, and ○ continued improvement to our policies and processes ○ Working with our military contacts to curate a list of events that Edmonton Salutes could be invited to throughout the year to show our support. <p>Carried</p>
	<p>6.2 - Administration Report - Kristin Lewis</p> <p>K. Principe MOVED to accept the verbal report provided by Administration.</p>	<p>Administration provided a verbal report. Key items included:</p> <ul style="list-style-type: none"> ● Budget has been drafted and we will speak to it at the subcommittee reports section of agenda ● Recruitment Update - We received 5 applications for a community member position which will be vacant at the end of April. The Chair and Vice Chair will shortlist candidates for decision by Council Committee. ● Funding Request Process - Reminder that any organizations applying for funds from the ESC will need to fill out our funding request form. If you are advising people to apply for funding from ESC, please have them contact city admin at our email: edmontonsalutes@edmonton.ca ● Format of meetings in 2023 - survey results were mixed on the format and preference for meeting. We are proposing to host two in person meetings, likely May and September. <p>Carried</p>
	<p>6.3 - Members/Sector Reports - Military</p>	<p>Lt Col Paradis provided a verbal report for 3 CDSG.</p> <ul style="list-style-type: none"> ● They are on the last rotation for Latvia and Kuwait. Almost 800 soldiers and sailors abroad ● Vetting the overall direction for community participation to determine their upcoming community involvement and events. They are applying the lens of how to help recruit and get the story in the community ● Ms. Osman reached out for a career day, involving military speakers ● Lt. Col Paradis is deploying in June to Kuwait for a year. Lt. Col Sean Thomspson will be his replacement and they will ensure the transition is seamless ● Busy trying to fix supply chain system challenges

	<p>F. Mallott MOVED to accept verbal reports by the Military</p>	<ul style="list-style-type: none"> ● On April 1, 2023, they will have base support under 3 CDSG command ● Military Business Lunches - will be scheduled for the upcoming year, and the base will often reach out to various municipal representatives and community directly to invite them to attend <p>Major Graham Kallos was unable to attend and provide a verbal report for the 408 Tactical Helicopter Squadron.</p> <p>Cdr. Yewer-Stacey provided a verbal report for the Navy/HMCS Nonsuch.</p> <ul style="list-style-type: none"> ● Centennial year for canadian naval reserve and HMCS Nonsuch. ● Over 70 sailors on parade last night and sailors are cycling back from the coast ● Welcomed commodore Montgomery, commander of the Naval reserve. Hosted him with 9 former COs of Nonsuch. ● Invitation coming for a birthday tea, hosted by the Naval Veterans Association in late March. A formal invitation will be coming to ESC soon. ● Freedom of the City event will happen and be hosted all across Canada on the same day <p>Carried</p>
	<p>6.4 Subcommittee Reports</p> <p>6.4.1 Strategic Action and Budget Subcommittee</p> <p>R. Torrie MOVED to approve the 2023 ESC Budget</p>	<p>Subcommittee reports were as follows:</p> <p><u>Strategic Action and Budget Subcommittees:</u></p> <ul style="list-style-type: none"> ● Chair D. Krill (on behalf of both subcommittees) noted that a joint meeting of the Budget and Strategic Action Subcommittees met on January 6, 2023 to discuss strategic priorities and budget ● The meeting to streamline process and funding for requests coming to Edmonton Salutes Committee. Need to make sure what comes forward meets the mandate. All requests must come with a fully completed request form. The Chairs will determine which committee the request should come to for review and recommendation ● Administration provided an overview of the 2023 Edmonton Salutes Committee budget for consideration. <p>Carried</p>

	7.1 New Business	<ul style="list-style-type: none"> • R. Torrie tendered his resignation as the Chair of the Bylaw and Policy Subcommittee. He will stay on the subcommittee as a member. • A request was made for volunteers for Chair of the Bylaw and Policy Subcommittee. K. Corbould volunteered to take on the role as Chair, and the two will connect to discuss the transfer of responsibilities.
8.	Next Meeting	
	8.1 Next Meeting	<ul style="list-style-type: none"> • Next meeting - February 24, 2023 • The Commander of the 41 Canadian Brigade Group will attend to provide a presentation
9.	Adjournment	
	9.1 F. Mallott MOVED to adjourn the meeting at 9:56 a.m.	Carried. Meeting ended at 9:56 a.m.
<p>Upcoming Committee Meetings:</p> <ul style="list-style-type: none"> • February 24, 2023 • March 24, 2023 		

Invite to 408 Squadron for our annual Business Luncheon held Friday, 17 March 2023

Good Afternoon,

Please join 408 Squadron for our annual Business Luncheon held Friday, 17 March 2023, at the Edmonton Garrison Officers' Mess.

Cost: **\$25/person**

Payment:

- Military Members may sign ACR at the door for payment
- All guests can pay via **cash or cheque**
- Those wishing to pay via credit card may email the EGOM Mess Manager to arrange payment in advance. Debit/Credit will not be available day of.

Dress Code: business casual/military dress of the day

Cocktails at 1130 hrs. Welcoming remarks at 1215 hrs. Lunch at 1230 hrs.

THE DEADLINE TO RSVP IS 01 March @ 1200 HRS. Late RSVPs may not be accommodated.

****If you are unable to attend the Business Lunch after submitting your reservation, you must notify the office within 72 hours of the event or you will be required to pay the full cost of the meal.****

MENU IS AS FOLLOWS:

Main Course

Prime Rib w/ Au Jus

Seasoned Chicken Quarter

Starch

Garlic Mashed Potatoes

Rice Pilaf

Vegetables

PEI Vegetables

Salads & Cold Buffet

Caesar Salad

Greek Salad

Garden Salad

Vegetable Tray

Fruit Tray

Assorted Cakes and Squares

Rolls & Butter

Coffee & Tea

***RSVP by emailing Dawn.DeCosse@forces.gc.ca**

Best regards,

Dawn DeCosse

Mess Manager / Gérante du Mess

PSP/ 3 CDSB / CFB Edmonton

Canadian Forces Morale & Welfare Services (CFMWS)

Services de bien-être & moral des Forces Canadiennes (SBMFC)

Dawn.DeCosse@forces.gc.ca / Tel: 780-973-4011 x 4706 Decosse.dawn@cfmws.com

MFRC Yellow Ribbon Gala

PROJECT FUNDING REQUEST

1. **Executive Summary**

- Begin with a half page executive summary of the project you are requesting funding for. Briefly explain how your project supports the Edmonton Salutes mandate, and outcomes you hope to achieve.

The Yellow Ribbon was originally used by families when a loved one was returning home from overseas, and this tradition continues today. The yellow ribbon has become a well-known symbol showing support for military members and their families.

Our military is called upon to support people near and far, whether it is responding to natural disasters in Canada or supporting allies overseas. Absences from family support systems, difficulties during deployments, solo parenting, or coping with an injury or loss are realities for military families, which can significantly impact family well-being. The MFRC provides programs and services that enhance the strength and resilience of military families. Military family life comes with unique challenges, which is what makes programs offered by the MFRC such an integral part of ensuring families have the resources required to prosper.

In order to finance the wide variety of quality programs, the MFRC must raise funds. Our Annual Yellow Ribbon Gala Dinner and Silent Auction is not only our biggest annual fundraiser, but also a means to heighten public awareness about the importance of supporting military families – *The Strength Behind the Uniform*.

The year 2023 will mark the 17th year the MFRC has been hosting the Yellow Ribbon Gala Dinner. This dinner provides attendees with a unique formal mess dinner-style event with the opportunity to hear from a senior military leader, all while supporting the MFRC.

A Platinum Sponsorship of the Yellow Ribbon Gala Dinner and Silent Auction puts the Edmonton Salutes committee front and centre with the Edmonton military community. Supporting a charity that supports military and veteran families demonstrates your commitment to military families.

2. **Purpose of Request**

- Description of project goals

The goal of our 17th Yellow Ribbon Gala and Silent Auction is to:

- Raise funds to enable the MFRC to continue to provide programs and services that our military families rely on in relocation – moving and settling into a new community; absences – support before, during, and after an absence; and transitions – moving into civilian life and becoming a veteran family.
- And heighten public awareness about the importance of supporting military families – the Strength behind the Uniform.

- Timetable for implementation

After we close the project (April 22, 2023), we will add the total funds raised from sponsorship, donations, and silent auctions. The MFRC accounting team would then collate the total amount received. Funds raised go directly to support the programs and services provided to military and

veteran families.

- List of other partners in the project and their role
 - Starlight Casino – Table Sponsor
- List any support from Edmonton Salutes in the past 5 years.
 - 2022 - \$15,000 (Yellow Ribbon Gala 2022)
 - 2020 - \$15,000 (Yellow Ribbon Gala 2020)
 - 2018 - \$5,000 (Heroes Hockey Sponsorship) and \$15,000 (MFRC Military Golf Tournament)

3. **Evaluation**

- How will success be defined and measured and reported to funders (**a short report is required by the Edmonton Salutes committee within a month after the event for which funds were received**).

The goal of the event to raise funds and increase awareness of the unique needs of military and veteran families. Our success criteria include the following:

- A 15% increase in public awareness about the MFRC and our services by the end of the year – December 2023. We will measure this success by conducting post-event surveys, social media, and website analytics.
- Raise 15% (\$50,000) of the estimated fund development budget from sponsorship, donations, and silent auction at the 17th Yellow Ribbon Gala and Silent Auction slated for April 22, 2023.

4. **Budget**

We are requesting \$15,000 (platinum sponsorship). As the Edmonton Salutes Committee is a long term sponsor our priority would be for confirmation of the sponsorship to allow for appropriate sponsorship advertisement. Once confirmation of a sponsorship is received the actual funds would not be required until 15 April 2023. As a platinum sponsor, you will receive the following:

- Ten tickets to Gala dinner
- Company name and logo (33% size) recognition on event invitations, programs, and signage
- Verbal recognition as presenting sponsor by emcee of the event
- Sponsor name displayed on Donor wall in MFRC
- Acknowledgement in the MFRC's Annual General Report and Community Guide
- Acknowledgement in Event Program
- Company name, logo, and recognition on the MFRC website with contact link
- Acknowledgement on MFRC social media pages

5. **Organization Information**

- Brief summary of the organization's history, programs, and accomplishments.

The Edmonton Garrison MFRC is the only local non-profit charitable organization nationally mandated as the frontline service provider to Canadian military families. For 33 years, the MFRC has been providing programs and services that enhance the strength and resilience of military families. We provide programs and services that our military families rely on in the areas of Mental Health and Wellness; Deployment Support; Child/Youth Development and Parenting Support; and Community Development and Integration.

The MFRC can help make a difference in the lives of military families, whether they are wishing to feel connected in a new community, looking for peer-support, seeking tools to cope during a deployment, living away from family support systems, solo parenting, or coping with an injury or loss.

Each of these key areas encompasses a variety of programs, services and events aimed at enhancing the strength and resilience of military families. An overview of these programs and services is listed below.

Mental health and wellness services

When military family members are navigating difficult times, the MFRC provides confidential support by offering:

- Help finding resources
- Short-term counselling
- Crisis Support, including finding emergency childcare
- Assistance coping with an illness, injury, or death
- Preventative workshops and programs
- Assessment and Referral
- Veteran Family Program

Deployment Support

It's no secret that operational and training requirements often result in members of the Canadian Armed Forces being away from home. These absences could leave family members with extra responsibilities to juggle, along with the worries and emotions that they experience while a loved one is away. The MFRC offers readiness resources to help families prepare for an absence, peer-support programs, and help finding resources. A few of the services provide include:

- Pre- and Post-Deployment Workshops
- Family special events & activities
- Warm-line phone service
- Workshops and information sessions providing strategies to ease the stress of long separations

Child, youth, and parenting support

An element contributing to the health and well-being of military families is accessible support for the care and development of children and youth, as well as resources to encourage positive parenting. The MFRC supports parents in their care-giving role and provides opportunities for the healthy development of children and youth. Services include:

- Programs, services and special events for children and youth
- Parent education and support
- Support for families who have children with special needs
- Youth drop-in centre
- Emergency Family Care Assistance (EFCA)
- Deployment Child Care
- Casual Child Care
- Licensed, user funded, Day Care, Out of School Care and Playschool programs

Community development and integration

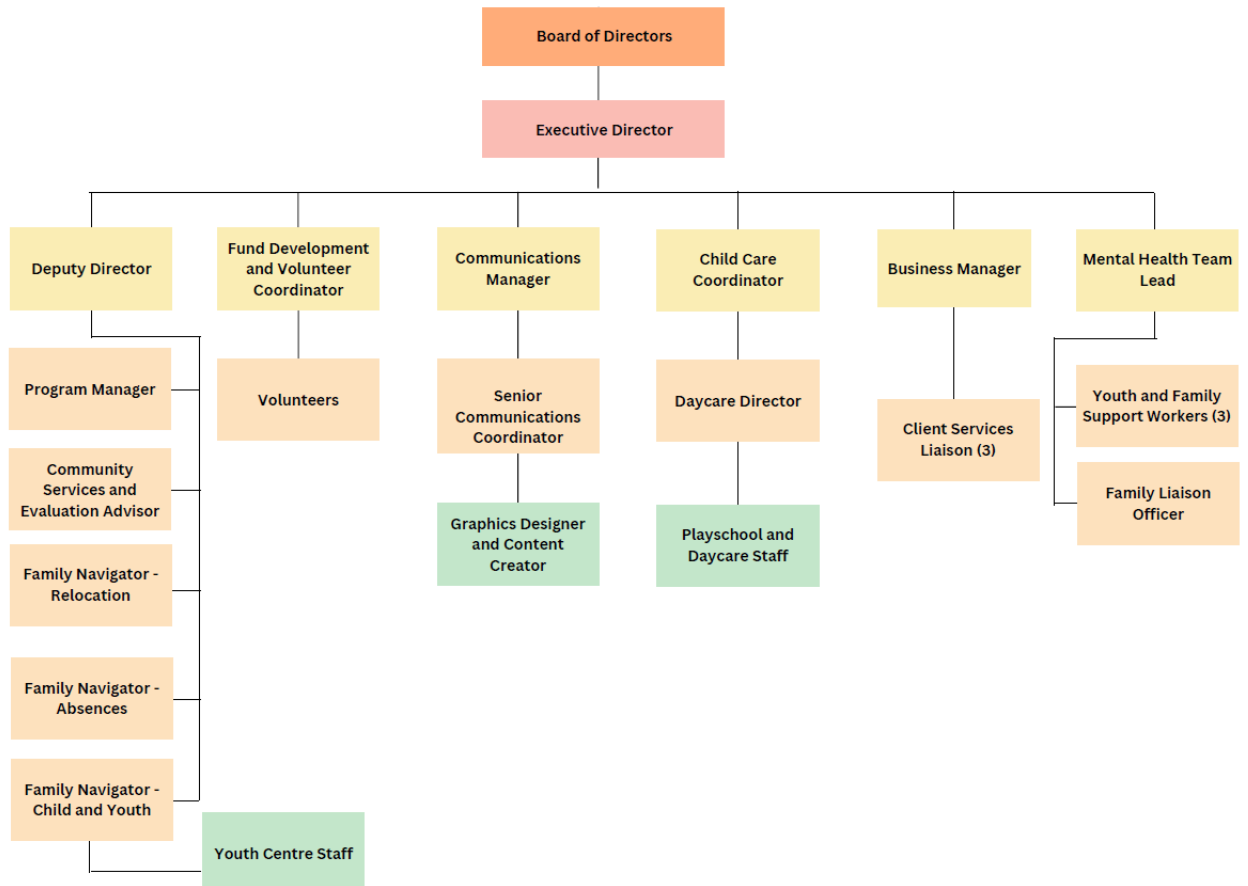
Each year, an average of 15,000 military members and their families move to a new home. 23% of military families have moved more than 4 times. The MFRC helps families settle into their new communities, through basic to complex resources such as finding a new

doctor, finding a job, and meeting new people. The MFRC also helps communities understand the challenges of military life, so families are better supported locally. Services include:

- Welcome and Community Orientation Service
- Information and Referral Services
- Community Outreach and Development
- Employment and Education Referral Service
- Relocation guides
- Help finding community services
- Pre-posting packages
- Language training
- Special Needs Information and Referral

- Organizational chart, including board, staff, and volunteer engagement

EDMONTON MFRC ORGANIZATION CHART



- Names, titles and contact details of authorized representatives of the organization

Yohana Prillwitz

Deputy Director

780-973-4011 ext. 6330, deputy.director@mfrcedmonton.com

- Name, title and contact information for the person completing this application.

Doyin Ademokunwa

Fund Development and Volunteer Coordinator

780-973-4011 ext. 2285, funddev@mfrcedmonton.com

2022 Ad in the Military Service Recognition Book - Email correspondence

Edmonton Salutes has been so great to take the **1/4-page full color ad at \$625** taxes in each year. Hoping we could count you guys in again for this year.

This annual publication recognizes those brave individuals who sacrificed so much for the freedoms that we enjoy today. Thousands of copies will be distributed free of charge to all Legion Branches and advertisers, select schools and libraries, and will be available on-line for anyone to view or print.

We are profoundly indebted to our Veterans. Their extraordinary service and commitment have afforded us the rights and freedoms that are merely a dream to millions of people around the globe.

The Royal Canadian Legion has honoured these deserving citizens with unwavering support. The Military Service Recognition Book is a fitting tribute to our Veterans and will be an invaluable resource to our young people, whose pride and character will be enhanced by learning about the very important role played by our Veterans, the Royal Canadian Legion, and the contributions of its members and supporters. Past copies can be viewed online by clicking here: [books](#)

We would sincerely appreciate your organization's support and appreciation for our Veterans by purchasing an advertisement in our next edition. If you require any additional information, please reply to this email or phone me at our toll-free number below.

NOTE: Will present the new copy of the ad to committee members on Feb 24

2023 Edmonton Salutes: January 1, 2023 to December 31, 2023

Event / Item	2023 Budget	Actual 2023	Notes - include description of expense, data approved and total amount
Edmonton Salutes Committee			
Annual Budget	\$60,000.00		
Recognition			
Edmonton Salutes Ads/marketing	\$1,000.00		Annual ad in the Legion Annual Military Service Recognition Book Publication
Sponsorship of a Military Family Event (Like Citadel Theater Christmas Events)	\$20,000.00		Tickets for Military families to attend an event like A Christmas Carol Production by the Citadel
Community and Military Relations			
Winspear Centre Support to the Royal Canadian Artillery Band Christmas Concert	\$3,000.00		Last year of 3 year commitment
Edmonton Salutes Community Grants	\$11,500.00		Funding Request Forms Required
Military Family Resource Centre (MFRC) Yellow Ribbon Gala	\$15,000.00		Platinum Sponsorship
Community Event Expenses and Admin (Examples: Tickets for Chair to attend community events, business cards, courier services)	\$1,500.00		ESC representation at community events, cadets in K Days parade, colour party, Oilers appreciation and other events. Includes Mileage if applicable
Military Relations and Appreciation Events	\$5,000.00		This would include events like Maple Flag/Resolve Training, Troop Return and Base Luncheons
Committee Expenses			
Edmonton Salutes Volunteer Appreciation Event	\$2,000.00		Includes food and gifts for outgoing members
Edmonton Salutes Monthly meetings - hosting	\$500.00		For in-person meetings - refreshment and snacks may be provided
Parking - Monthly meetings and other events	\$250.00		Members must submit their parking receipts
Salutes Merchandise	\$250.00		
Total projects to date - ESC	\$60,000.00		
Remaining Budget	0.00		