



## Committee Priorities

1. **Activities:** Encourage community involvement and activities that meet the needs of the people within the City of St. Albert.
2. **Communications:** Increase awareness of the 150<sup>th</sup> celebrations and ensure that all members of the community are reached.
3. **Finance:** Maintain a balanced budget and focus on working in partnership with organizations & businesses within the community.
4. **Volunteers:** Build a strong volunteer base that meets the needs for the 150<sup>th</sup> Celebrations but also ensures that volunteers have a meaningful experience.
5. **Measurements:** Maintain up to date documentation of progress leading up to, during and after Rendezvous 2011.
6. **Legacy:** Ensure that the City of St. Albert's 150<sup>th</sup> Anniversary Celebration leaves the community with a variety of projects that will continue on after 2011.

Community Involvement Strategies	Lead Role	Current or New	Priority	Timeline	Board Priority
1.1 To raise awareness of the 150 <sup>th</sup> Celebration in the community.		Current			
<b>Progress:</b> <b>Letter campaign</b> <ul style="list-style-type: none"> <li>• In February 2009, Chair Margaret Plain sent out over 800 letters to local not for profit organizations and businesses.</li> <li>• As a result, over 65 not for profit organizations &amp; businesses have sent back responses with their contact information and desire to be part of the 150<sup>th</sup> Celebrations.</li> <li>• Letters were sent to Premier, Prime Minister, Governor General and Lieutenant Governor. Signed by Margaret Plain and Mayor Nolan Crouse. Responses received with excitement and a desire to be part of the festivities however due to scheduling commitments would have to be made closer to 2011.</li> <li>• Surrounding communities were invited by the Mayor and will be kept up to date and encouraged in various ways to join St Albert's Anniversary</li> <li>• Plans are underway to contact dignitaries to notify about signature events</li> <li>• <b>Invitations to the picnic have gone out to all local municipalities. Beaumont and Morinville have responded so far.</b></li> </ul>					

**Promotional/Marketing:**

- Website presence: Subcommittee and Logo Application Forms in place
- Kevin Jones working on having the logo digitized in order to have logo patches created
- Golf shirts with patches were purchased for the Committee
- Committee purchased trailer to build a float. Construction is now underway
- Started media releases
- Applied for Lifestyle Expo, International Children's Festival and Farmers' Market booths
- Working on applications to parades in the region for the 150<sup>th</sup> Anniversary Float
- Received registration and licence from City of St. Albert for float
- Mascot design confirmed and order placed. The name the Committee agreed on is "Moostoos".
- 150<sup>th</sup> Anniversary added to Facebook and Twitter
- We are planning a brochure, posters and save the date information, registration form for the homecoming, info fair information pamphlet, designing additional signage.
- **Attended Lifestyle Expo and received positive response at booth.**
- **Booth at Children's Festival, gave away 1000 balloons with our logo, bookmarks and brochures and had Moostoos appear several times**
- **Sent out news releases about Homecoming and Mascot launch – received coverage in the Gazette, Saint City News, and Shaw TV**
- **Float and Mascot present at Rainmaker Rodeo and St. Baptiste Day (Morinville) parades. "Moostoos", our mascot, was unveiled at the St. Albert Rodeo Parade.**
- **Put up posters, given out brochures, working on additional signage**
- **Continuing to drive traffic to website**
- **150<sup>th</sup> representatives attended Budget Customer Appreciation BBQ with info and banner**
- **Ran contest for Canada Day gave away sling bags with City and 150<sup>th</sup> logos**
- **We continue to work with the City to maintain presence in the Citylights section of the paper**
- **Guinness branding has been identified as a priority to the picnic committee and the committee is purchasing of the right to use the name in advertising.**
- **Meetings continue with City representatives, Church Jubilee representatives and 150<sup>th</sup> staff and Chair to discuss street banners**

1.2 To encourage the community to participate.					
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**Progress:****Calendar of Events**

- Committee has developed an ongoing brainstorming list to compile ideas they have thought of along with those from the community in regards to the Celebration.
- Events added to website: Rendezvous Gala, Alberta Chambers of Commerce A.G.M., Continental Cup
- **Event Calendar is updated regularly**

**Public Consultation**

- Public Forum Sessions were held on June 2/3<sup>rd</sup>. This gave community members, organizations and businesses the opportunity to give feedback.
- Over 12 organizations were represented each night – lots of positive feedback. All feedback and ideas will be compiled into a brainstorming

document/calendar of events/organization contact document.

- Started to arrange meetings with community groups. We will visit them or they can attend our meetings.
- Continue to meet with community service groups.
- Meetings held with Ernie Chauvet from Centralta
- River Valley Picnic began a series of meetings March 23 2010 with valley stakeholders to inform and invite their participation.
- Planning for public forum held May 11, 2010 inviting local business participation in Rendezvous 2011
- **Held Info Fair for local business and community groups on May 11**
- **Meeting with Jan Moran from St. Albert Jubilee to discuss 2011 events**
- **Meeting with Linda Willard from the Potters' Guild**
- **Meeting with Stan Livingstone about Innovations interest in participating in events**
- **Meeting with St. Albert Parish representatives and city staff to discuss banners**
- **Meeting with Francophone group to work on ways to incorporate French into 150<sup>th</sup> Anniversary. One member will attend our committee meetings as a non-voting member.**
- **Monthly newsletter sent out to those who have subscribed**
- **Non-profit and other organizations will be asked to give an update to the picnic committee on their plans by October 1, 2010 and the Partner and Operations committee will be invited to start the tracking process for these groups.**
- **The picnic committee is working with the Kinsmen on a big band extravaganza for wrapping up the evening and local entertainment for seven hills.**
- **A table has been booked for the Farmers Market August 28 2010 - the picnic's one year rollout date. Plans are to have an information and recruitment drive this day.**

#### Schools

- Fine arts council for the school boards have been contacted and will come back to us in the fall with ideas for student participation projects.
- Absence of youth consultation was noticed and the Committee will be developing either a Youth Council or reaching out to youth in the community in another way. The Committee wants to ensure that they are an active voice during the planning and execution of the 150<sup>th</sup>.
- Schools are to be asked to lend portable stages and their parking lots Picnic day. Picnic Poster by students.
- A specific liaison for the schools from the Communication, Advertising, Marketing and Merchandising Subcommittee was named.
- **Letter sent to school staff directing them to our website and encouraging incorporation of 150<sup>th</sup> Anniversary into curriculum**
- **Letter to Teachers and Principals sent out in June 2010 reminding them of Rendezvous 2011 and asking them to incorporate the celebration in their lesson planning.**

#### Chamber of Commerce

- Plan to attend Lifestyle Expo in April
- Plan to make a presentation at Chamber luncheon in May.
- **Attended Lifestyle Expo**
- **Produced an information and media package for Chamber to take to annual general meeting in Lethbridge**
- **Presented at Chamber Luncheon**
- **Accessed their database to send 'Save the Date' for Rendezvous Gala**

1.3 To act as facilitators.

## **Progress:**

### **Committee**

- Three new committee members appointed and an orientation took place on Dec. 1st (Doug Kennedy, Abi Iskander, and Nicole Craft)
- **Don Thompson resigned from the committee**
- **Dawne Fowler appointed as new committee member**

### **Sub Committees**

- Sub-Committees will be activated in the fall 2009 to assist in a variety of areas to execute numerous tasks. These members complete numerous tasks and act as liaisons with the community.
- Sub Committee Terms of Reference template was adopted in April 2009.'
- Sub Committee Ads sent out in May. Low response (8 applicants)
- Half page color ad was developed and will be in the papers for a month, closing August 10, 2009.
- Sub Committee Interviews took place during the middle of August 2009. Approximately, 10 candidates were interviewed and all except one were interested in volunteering for the 150<sup>th</sup>.
- Next steps include: Volunteer orientation, continuing to find more sub-committee volunteers as well as developing a volunteer policy.
- Subcommittee orientation process and policies developed and tour scheduled for Oct. 17<sup>th</sup>
- Work continued on the volunteer policy
- Subcommittees have been setup (attached) and all terms of reference and tentative job descriptions have been completed
- Subcommittees conducting planning meetings and budgets to be ready by Feb. 6<sup>th</sup> meeting
- Received more applications and interviews scheduled for January
- Volunteer Application form developed from Children's Festival Application template. Submitted to Gene Klenke and Gwen Tassone for review and approval
- Nancy Abrahamson and Sandra Maloney attended the Sponsorship Committee Meeting on Dec. 17<sup>th</sup> to give a brief seminar and answer questions re: sponsorship.
- Position filled for Chair for Communications, Marketing, Media Relations and Advertising and many Subcommittee members have been chosen.
- Ongoing recruitment for Subcommittee members.
- **Volunteer and Partner and Operations Committee joined together with Cheryle Wong and Shannon Pfeil as co-chairs.**
- **Homecoming and Gala Committees joined with Christine Johnson as Chair**
- **Ongoing interviews conducted for more subcommittee members**

### **RIVER VALLEY PICNIC:**

- John Younie, Manager of Park Administration and Major Events supports the Picnic Subcommittee as a liaison with other city departments
- **The picnic Subcommittee is working with the city on our plan for crowd control, busing, traffic, garbage, and sanitation.**

### **CAMM**

- Communications, Advertising, Marketing and Merchandising Sub-Committee (CAMM) developed a committee structure
- CAMM identified positions of Media Relations (Ad Hoc), Media Relation (standing), Community Liaison, K-12 Liaison, Webmaster, Web Content Manager, Photo & Video Manager, Advertising Signage & Graphics, and Merchandise & Tickets
- Specific position descriptions developed for CAMM and will be assigned to Subcommittee members
- Creating a plan for internal communications as well as external communications

### **Coordinator**

- In March 2009, a Coordinator was hired to act as an administrator for the 150<sup>th</sup> Anniversary Celebrations. This position will allow the community to

<p>have a consistent contact for 2011.</p> <ul style="list-style-type: none"> <li>• New Project Coordinator hired on November 23, 2009.</li> <li>• Administrative Assistant hired to assist Project Coordinator</li> <li>• New offices secured in March which will raise awareness and make 150<sup>th</sup> Anniversary Celebration more accessible to the community</li> <li>• Job posting sent for an additional staff person who will start in April</li> <li>• <b>New bi-lingual receptionist hired</b></li> </ul>					
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1.4 To increase the volunteer base.					
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<p><b>Progress:</b></p> <ul style="list-style-type: none"> <li>• First steps have been taken to develop a volunteer sub-committee.</li> <li>• After interviews for sub-committees took place, 2 people have expressed interest in heading the volunteer sub-committees.</li> <li>• CIVC has been helping with recruitment of volunteers</li> <li>• 18 new subcommittee members interviewed and placed since January</li> <li>• Ads requesting more volunteers for our subcommittees went out in the CIVC section of the Gazette, on our website and in City Lights</li> <li>• <b>Continual advertising in Citylights and website for volunteers</b></li> <li>• <b>Press release to go out about need for volunteers</b></li> <li>• <b>Continuing to seek volunteers at events and through website and newspaper</b></li> <li>• <b>11 new subcommittee members interviewed and placed since April</b></li> </ul>					
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Awareness Strategies	Lead Role	Current or New	Priority	Timeline	Board Priority
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2.1 To sustain year-long celebrations.					
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<p><b>Advice</b></p> <ul style="list-style-type: none"> <li>• A meeting with Eric Newell and Roz Sydie from the U of A 100<sup>th</sup> Anniversary was set up to discuss both positive and negative aspects of their year-long event. Very enlightening and great contacts in regards to how to achieve a successful event.</li> <li>• Communications Plan developed</li> <li>• Kevin Jones working on promotional material packages</li> </ul>					
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2.2 To promote St. Albert.					
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<ul style="list-style-type: none"> <li>• KSPS has been called continuously in hopes of setting up a 10 minute segment on the City of St. Albert. To date, no luck.</li> <li>• Sponsorship given to Continental Cup to promote the City of St. Albert and the 150<sup>th</sup> Anniversary Celebration</li> <li>• Adding St. Albert's logo to printed materials as a sponsor</li> <li>• Working with the mayor's office in organizing parade entry itinerary</li> <li>• Have Mayor and Committee Chair jointly signing letters to government agencies and officials</li> <li>• <b>Adding city logo to promotional materials</b></li> <li>• <b>Contract signed and delivered for the Continental Cup Sponsorship</b></li> <li>• <b>150<sup>th</sup> has partnered with St. Albert Food Bank and Community Village to promote and to collect donations at each event</b></li> <li>• <b>The Communication, Advertising, Marketing and Merchandising Committee has been started. Liaison with the City of St. Albert communications department.</b></li> </ul>					
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2.3 To reach everyone in the community and beyond.					
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<p><b>Progress:</b></p> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Gomez design is developing our www.rendezvous2011.ca website. This will enable the community to easily access information regarding the 150<sup>th</sup>.</li> <li>• The e-mail address: <a href="mailto:rendezvous2011@st-albert.net">rendezvous2011@st-albert.net</a> will act as the main address for the duration of the celebrations.</li> </ul>					
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- Website will be launched at Volunteer Fair in November, now includes Subcommittee application and Logo application forms
- Link added to City of St. Albert Website
- Terms and Conditions page updated to include “The user’s submissions will be about St. Albert’s past and present”
- Website launch at the Volunteer Fair on November 14<sup>th</sup>
- Online applications for volunteers added to the website
- Meeting held with Gomez Design to discuss additional possibilities and options for the 150<sup>th</sup> website
- Added links to Twitter and Facebook pages
- Linking to other organizations’ websites
- **Revamped setup of website to simplify navigation**
- **Continually changing content on front page to attract repeat visits**
- **Website hits: April – 20,835, May – 45,064, June - 52,792**

#### **Logo**

- The Logo task force was organized in Jan. 2009 and was comprised of two committee members and 3 jurors. Once the criteria was set, submissions were sent out and reviewed. The winning submission was local Nick Perreault. After numerous tweaks the 150<sup>th</sup> committee happily unveiled the official logo in the lobby of St. Albert Place on June 1, 2009.
- Committee had developed a logo policy and logo usage policy
- Talked with designer Nick Perrault (graphic artist) at the end of August 2009 regarding staying on board on a needs basis throughout the campaign. He was very interested in sticking with the celebration and assisting when needed.
- Discussed possibility of having poster competition similar to what was done for the logo
- Design work started for Tattoos, embroidered patch and t-shirts
- Completion of logo policy
- 150<sup>th</sup> logo is being used on all printed material
- **Logo sent to Paul Kane School, Community Services and sponsors**

#### **Signature Events**

- The Committee agreed on 7 signature events to be held during 2011: 1. Kick off Gala, 2. Wrap up Gala, 3. RCMP Ball, 4. Sponsor/Volunteer Recognition Gala, 5. Heritage Camp, 6. Homecoming, 7. River Valley Picnic.
- Each event will have a sub-committee attached for planning and execution as well as a Committee liaison member.
- Each month will have a theme to go with it to encourage community members to participate in different ways. I.e. photo competitions or I love St. Albert projects.
- Heritage Camp was removed from signature events
- “The Black Bonspiel of Willie MacCrimmon “ added to signature events
- **RCMP Musical Ride will be sponsored by the Gazette and the Rotary Club with 150<sup>th</sup> providing support activities**
- **“Meet the Streets” by Maureen Rooney and Paul Punyi (Rooney and Punyi Educational Theatre Productions), Snow Festival, Soap Box Derby, And Battle of the Bands added to signature events**

#### **Black Bonspiel:**

- Will occur at the same time as the Continental Cup
- Decided to try to have the play at the new addition of St. Albert Curling Club
- Maralyn Ryan has agreed to direct
- Using amateurs as actors

- Bussing will be required
- Detailed budget under construction
- **Meeting was held with Maralyn Ryan, Doug McLennan from the St. Albert Curling Club to confirm details.**

#### **Youth Subcommittee:**

- Added to the list of events; Soapbox Derby, Snow Festival and Battle of the Bands
- **Meetings continue with city staff around logistics for the Soapbox Derby**

#### **Record Breaking Rendezvous Picnic:**

- The four person Subcommittee meets almost weekly to plan the "Record Breaking Rendezvous" Family Picnic.
- More assistance for this Subcommittee is required.
- The goal of 25,000 participants has been set to break the Guinness world record for family picnics. Eleven themed areas have been distributed throughout the valley from Riel Park to Kingwood Park, each focusing on an age group or a type of activity. Ex: Woodlands Park is themed "Family Fun" and will feature sports for youth, games for children, Tea and garden tours for adults and seniors. 150 events aimed at all ages are expected.
- The Subcommittee has applied to Guinness Book of Records
- Off-site parking and bussing plans are underway for River Valley Picnic and other events
- A large component of historical events are included in Picnic plans, for which grants will be applied as applicable
- **To date the picnic committee has initialized their plan of 10 major areas with suitable activities and have sought sources of funding through sponsorships**
- **An event planner has been approached to review the plan and to advise on the one-year plan**

#### **Rendezvous Gala:**

- Information provided on attached 'Save the Date', which will be distributed electronically through the *Chamber of Commerce*, plus to dignitaries as identified by the Committee. Some 'Save the Date' postcards will be printed so they can be handed out by the Committee and Subcommittees.
- A printed invitation will be created in September and will include more information such as how to buy tickets, reserve a seat, entertainment details.
- The attendance goal was set at 500.
- Bridget Ryan from CityTV's Breakfast Television has agreed to emcee.
- Decisions to be made in the next couple months: entertainment, décor, caterer
- **Decisions since last report:**
  - ***Bella Rouge* show band.**
  - **Request for Proposal from Enjoy Centre's preferred caterers will be sent and chosen at end of July.**
  - **Ticket sales will be through 150<sup>th</sup> office. Design request for tickets to be prepared mid July.**
  - **Decor being explored**
- **Decisions to be made in the next couple months: audio visual needs, host hotel, approach cadets to escort guests to their seat**

#### **End of Year Gala:**

- The End of the Year Gala Subcommittee is looking to see if Victory of Life is interested in partnering re: End Of Year Gala Dec 2011

#### **Homecoming:**

- The event is planned for July 16, 2011.
- Itinerary for the day has been compiled.

- Planning to get advanced word out to families, so they can plan to attend. Encouraging families to hold family reunions on homecoming day or otherwise.
- Danny Boisvert has agreed to provide entertainment for the evening.
- Closing dinner will be held at the Enjoy Center.
- Participants will be given a passport that will take them to a variety of places in St. Albert. People may choose to purchase box lunch for picnic.
- Attendance at closing dinner will be by ticket purchase.
- Proposed afternoon performance at the Arden for A Rooney and Punyi production of "Hats and Gloves, Hard Work and Dreams"
- **Contracts and detailed budget to be completed**
- **Registration form drafted**
- **Tour sites to include: Grain Elevator, train station, the Botanic Park, Farmers' Market, celebration garden. Potentially the Little White School House and the Museum.**
- **Cruisin' Clubhouse: has agreed to support us through their summer program called "Leaders in Training"**
- **Jackie Rae from CFCW confirmed as emcee**
- **Budget compiled.**

**Aboriginal/Métis**

- Mayor Nolan Crouse has written a letter to Audrey Poitras, the President of the Métis Nation of Albert requesting her to consider holding future assemblies in St. Albert in 2011.
- **Planning to set up meeting with Michif to discuss involvement in the Record Breaking Rendezvous Picnic and to request adding site for Homecoming on July 16<sup>th</sup>, 2011**

<b>2.4</b> To draw people in.					
<ul style="list-style-type: none"> <li>• The Picnic Subcommittee has applied to Guinness Book of Records</li> </ul>					

<b>Budget Strategies</b>	<b>Lead Role</b>	<b>Current or New</b>	<b>Priority</b>	<b>Timeline</b>	<b>Board Priority</b>
<b>3.1</b> To have no financial surprises and a balanced budget.					
<p><b>Progress:</b></p> <p><b>2009 Budget Allocation</b></p> <ul style="list-style-type: none"> <li>• In December 2008, Council agreed to give the Committee \$125,000 for 2009. \$25,000 was taken out of the original 2009 budget.</li> <li>• Any remaining funds will be carried forward to the following year.</li> <li>• 2010, 2011, 2012 budgets have been developed. \$200,000 for 2010, \$175,000 for 2011. 60-70% of the budget goes towards merchandise and marketing initiatives.</li> <li>• Budget to date September 9, 2009:</li> <li>• Detailed financial report for 2009 had been completed</li> <li>• Preparation of detailed budgets for 2010, 2011, and 2012 are underway.</li> <li>• Preliminary budget submitted to the City Administration in April, 2010 along with a letter from Margaret Plain, chair requesting funding for rent and office expenses</li> <li>• <b>Work continues on final budget for submission as per City Council's request for July 15th, 2010</b></li> </ul>					
<b>3.2</b> To develop and facilitate financial support within the community, region and beyond.		New			
<b>Progress:</b>					



**Fund Development:**

- The 150<sup>th</sup> and Community Services came together to purchase a 5 year subscription to BIG ONLINE and foundation search. These databases have thousands of grants that can be accessed for both the celebration and the community at large. CPS and the 150<sup>th</sup> are the only two users.
- Project Coordinator attended seminar for "Big Online" database

**Grants:**

- MP Brent Rathgeber's assistant Jolyne Ferguson has offered assistance in grant writing.
- Canada Summer Initiatives Grant
- Compiling list of grants to apply for in the upcoming months
- **150<sup>th</sup> staff continue to research grants on Big Online**
- **Looking to partner with a service club to possibly seek provincial grants as we do not qualify**

**Sponsorship:**

- Carol Watamaniuk, Margaret Plain and Courtenay Crich met with staff at the Gazette to discuss partnership opportunities. After much discussion the Gazette sent forth a proposal. After making changes and adding 150<sup>th</sup> recognition requirements the proposal has been sent back and as of September 9<sup>th</sup>, 2009 we are waiting for the Gazettes response.
- Sponsorship levels package and Gazette proposal were all motioned to go forward by way of electronic vote.
- St. Albert Gazette is now our print media sponsor
- Sponsorship package has been finalized
- A list of potential sponsors has been created
- Sponsorship Subcommittee approaching local companies and have been successful in their meetings to date
- Logo usage part of sponsorship agreement
- Developing sponsorship contracts
- **Sponsorship Agreements; short/long templates completed**
- **Sponsorship Contracts have been completed**
- **City of St. Albert, St. Albert Gazette, Budget Car and Truck Rentals, Right Angles Construction Ltd., UA Local Union #488, St. Albert Self Storage, ADARA Developments Ltd, and Canadian Western Bank have all signed sponsorship contracts**
- **Fundraising Goal of \$250,000.00 to start and we continue to add potential contacts**
- **Have contacted over 50 companies**
- **Added 1 new committee member**
- **On line Database activated and used for Target Input/updates**
- **Sponsorship Package updated**

**Licensing Agreements:**

- Bruce Everitt and Anna Royer from the City of St. Albert are aware of the request and are currently looking into the possibility.
- Coordinator has been in touch with AWG 2010 Merchandise committee regarding their processes. Instead of a formal licensing agreement they sell merchandise at 30% discount to businesses and the businesses can then sell the products for the same price as the AWG. No bid went out for sellers. Businesses determine what they want to sell, low quantities of clothing are on hand and a local supplier allows them to print more merchandise as needed. And RFP was sent out for a supplier.

<ul style="list-style-type: none"> <li>Guinness World Records has been approached for permission and detailed information on world record picnics.</li> <li>Application for a license to hold a 50 / 50 draw at the River Valley Picnic is underway.</li> <li><b>50/50 licence unavailable to committee</b></li> <li><b>Specific plan tailored to 150<sup>th</sup> with Guinness is underway</b></li> </ul>						
<b>3.3</b> To acknowledge contributions.						
<ul style="list-style-type: none"> <li><b>Plans are being made to acknowledge sponsors at first gala event on Jan 22, 2011</b></li> </ul>						
<b>Volunteer Strategies</b>		<b>Lead Role</b>	<b>Current or New</b>	<b>Priority</b>	<b>Timeline</b>	<b>Board Priority</b>
<b>4.1</b> To attract sufficient volunteers						
<p>Progress:</p> <ul style="list-style-type: none"> <li>Spoke with Glennis Kennedy on Sept. 17<sup>th</sup> and she has added names to their database and are now openly recruiting.</li> <li>Mayor Crouse was sent a letter to formally go ahead with searching for two additional Committee volunteers.</li> <li>Binders compiled for committee members including policies to date.</li> <li>Committee Liaison and member added to the Volunteer Subcommittee</li> <li>Completion of volunteer policy</li> <li>Ads in CIVC section of Gazette, City Lights and on 150<sup>th</sup> website requesting more volunteers</li> <li>There are currently 53 volunteers working hard for the 150<sup>th</sup> Anniversary Celebration</li> <li>Developed orientation process including interview and giving out information binders</li> <li><b>Handing out volunteer applications at all 150<sup>th</sup> events</b></li> <li><b>Continual requests in Citylights and website for volunteers</b></li> <li><b>Press release to go out about need for volunteers</b></li> <li><b>Meetings are scheduled with the 55+ group to recruit their volunteers once the activity have been completed and the Volunteer chair is meeting with CIVC to find out the services they can offer.</b></li> <li><b>The picnic committee has identified a need of 350 volunteers to make the day happen.</b></li> </ul> <p><b>Youth Committee:</b></p> <ul style="list-style-type: none"> <li>Contacted high school teachers via email to let students know about volunteering on the committee</li> </ul>						
<b>4.2</b> To provide meaningful volunteer opportunities.						
<ul style="list-style-type: none"> <li>During interview process, matching volunteers with their Subcommittee of choice</li> <li>Providing office support to the Subcommittees</li> <li>Ensuring sufficient help for Subcommittees</li> <li><b>Plans to have Volunteer Recognition event in early 2012 continue</b></li> </ul>						
<b>4.3</b> To provide sufficient support to the volunteers.						
<p><b>River Valley Picnic plans:</b></p> <ul style="list-style-type: none"> <li>A Breakfast for volunteers on August 28. 2011 where they will receive their t-shirts, water, job descriptions and registration supplies</li> <li>Lunches will be delivered to the 11 areas</li> <li>Shuttle busses will provide volunteer transportation</li> </ul>						

4.4 To acknowledge their contributions.					
<ul style="list-style-type: none"> <li>To acknowledge their contributions Gala Subcommittee will be putting on a volunteer event early in 2012</li> </ul>					

Measurement Strategies	Lead Role	Current or New	Priority	Timeline	Board Priority
5.1 To create mechanisms to monitor and evaluate all the components of the 150 <sup>th</sup> Celebrations.					
<p><b>Progress:</b></p> <p><b>Council Quarterly Reports</b></p> <ul style="list-style-type: none"> <li>First quarterly report was successfully presented to City Council on April 27<sup>th</sup>, 2009.</li> <li>Second quarterly report presented to City Council on August 17<sup>th</sup>, 2009.</li> <li>Third quarterly report presented to City Council on December 7<sup>th</sup>, 2009</li> <li>Fourth quarterly report presented to City Council on January 25<sup>th</sup>, 2010</li> <li><b>Fifth Quarterly report presented to City Council on April 22, 2010.</b></li> </ul> <p><b>Community Services Monthly Reports</b></p> <ul style="list-style-type: none"> <li>Completed for April, May and June, July, August.</li> <li>Working document that GM's Executive Assistant maintains.</li> <li>150<sup>th</sup> Anniversary Monthly Report submitted December 1<sup>st</sup>, 2009</li> <li>Jan., Feb. and March, 2010 monthly reports submitted</li> <li><b>Apr, May, and June, 2010 monthly reports submitted</b></li> </ul> <p><b>Business Plan Progress Report.</b></p> <ul style="list-style-type: none"> <li>A working document.</li> <li><b>Updated quarterly with new information highlighted in bold print</b></li> </ul> <p><b>Subcommittee Reports</b></p> <ul style="list-style-type: none"> <li><b>Subcommittees submitting reports on a regular basis to Committee</b></li> <li><b>Subcommittee and Committee have regular joint meetings</b></li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>A working document.</li> <li>Currently working on draft budget to be submitted to City Council in April</li> <li><b>Work continues on finalizing 150<sup>th</sup> budget which will be submitted to City Council in July</b></li> </ul> <p><b>Invitations, invites and attendees</b></p> <ul style="list-style-type: none"> <li>Lists are being developed and invitations being prepared.</li> <li><b>Dignitary list completed and contact database established</b></li> </ul> <p><b>Volunteer hours</b></p> <ul style="list-style-type: none"> <li>Compiling hours and creating a database to track all volunteer hours</li> <li>Hours from City staff being contributed as In-Kind support</li> <li><b>As of end of May, we have compiled over 1500 hours of volunteer service</b></li> </ul> <p><b>Logo Usage</b></p> <ul style="list-style-type: none"> <li>Policy in place for all organizations, sponsors, etc interested in being associated with the 150<sup>th</sup> and in-turn using the logo.</li> <li>Logo application form added to the website</li> <li>Logo being used on all 150<sup>th</sup> Anniversary print materials</li> </ul>					

<b>Evaluation Report</b>					
<ul style="list-style-type: none"> <li>Vice Chair position will be rotated on a 6 month basis.</li> <li>Current Vice-Chair beginning August 2009: Kevin Jones</li> <li>Current Vice-Chair is Barry Bailey</li> <li>Plans for a self-evaluation document for use by the Committee and Subcommittees.</li> </ul>					
<b>5.2</b> To create a final report for the community and council the capture the essence of the Celebration.					
<b>Progress:</b>					
<ul style="list-style-type: none"> <li>The Final report will be a compilation of Quarterly Reports, budget, community feedback, business plan progress report and quarterly reports to council.</li> </ul>					

<b>Legacy Project Strategies</b>	<b>Lead Role</b>	<b>Current or New</b>	<b>Priority</b>	<b>Timeline</b>	<b>Board Priority</b>
<b>6.1</b> To increase and share knowledge of community which lasts beyond the celebration.					
<b>Progress:</b>					
<b>Legacy Projects</b>					
<ul style="list-style-type: none"> <li>Canada Post will be issuing a commemorative stamp in 2011.</li> <li>Council has requested a list of legacy projects and dates to ensure that no projects overlap with the 150<sup>th</sup> anniversary celebrations.</li> <li>Significant legacy projects are: Heritage Sites Phase 1, Founder's Walk, Community Recognition Program, and Riel Park Phase 2.</li> <li>Rooney &amp; Punyi partnership: Duo presented to the board at the August 11<sup>th</sup> meeting proposing a "Meet the Streets" script which would tour buses around St. Albert to different streets where people would be treated to a performance by the person who bares the name (i.e. they would learn about Cunningham...) After meeting again a contract for a legacy project in addition to their services was proposed and will be presented to the board on September 12<sup>th</sup>.</li> <li>Met with the Potters Guild, Gabriele Campbell re: Children's book and the St. Albert Photo Club re: photo book</li> <li>Sent a second letter expressing continued interest in stamp program.</li> <li>Rooney and Punyi "Meet the Streets":</li> <li>Rooney &amp; Punyi event added to list of legacy projects</li> <li>Play called "Meet the Streets"</li> <li>Historic vignettes about people for whom streets have been named in St. Albert</li> <li>8 or 9 streets will be used</li> <li>Vignettes will take place close to the street</li> <li>People will be moved site to site on St. Albert Transit</li> <li>Preparing a detailed budget and contract</li> <li><b>Contract signed and budget submitted for "Meet the Streets"</b></li> <li><b>List of legacy projects developed by Carol Watamaniuk</b></li> <li><b>Our request for a 150<sup>th</sup> stamp was declined</b></li> </ul>					
<b>6.2</b> To facilitate the development of projects to commemorate the celebration.					
<b>Progress:</b>					
<ul style="list-style-type: none"> <li>Chair and Coordinator met with Arts &amp; Heritage Foundation Board of Trustees on Sept. 17th and spoke to Sgt. Dosko on September 15<sup>th</sup> to discuss</li> </ul>					

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the possibility of bringing the RCMP Musical Ride to St. Albert for 2011. Next meeting scheduled for January 19<sup>th</sup>, 2010.

- Met with representatives from the Esso Cup and the Continental Cup and attended media conferences
- Met with city staff regarding sponsorship of other groups
- Met with Ernest Chauvet and Pauline Vaugois from Centralta Tourism Society regarding a proposed event in 2011
- Another meeting held in January to discuss the Musical Ride
- Met with Ernest Chauvet from Centralta Tourism Society

**Youth Committee:**

- High school teachers of St. Albert agreed to take part in a legacy project for the 150<sup>th</sup>. They are delegating students of all ages to participate in this project.

**6.3** To work with the City of St. Albert as it develops their legacy projects.

- Open communication continues between the 150<sup>th</sup> and City staff. We have included all their projects and unveilings for 2011 in our Calendar of Events.