



EAST VILLAGE NEIGHBOURHOOD ASSOCIATION

2021 REPORT TO THE COMMUNITY



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LETTER FROM THE BOARD



Just over one year ago the then current EVNA board members regrouped and created the EVNA ad hoc Revitalization Committee. By the time our AGM was held in October 2020, many committee meetings had been held during which numerous major items were reviewed and decisions made about the functioning and operations of EVNA

During the seven months following the AGM 2020 the Committee's work continued and was wrapped up in January 2021. The committee was formally dissolved in February 2021. Among its accomplishments were the following:

- a new branding for EVNA was put in place including a new EVNA logo.
- the adoption and implementation of Microsoft's Teams collaboration software to facilitate internal communications among board members and as a means for storing and sharing the organization's records and documents.
- new email addresses were established for board members based on the position held on the board, e.g. treasurer@yycevna.org.
- a new website and membership management system was installed and setup.
- an accounting / bookkeeping service was engaged.

Over the past eighteen months COVID-19 and the accompanying rules and regulations put in place have influenced our lives on a daily basis. Due to these regulations no traditional EVNA sponsored events were held during the seven months since our last AGM. However, in December 2020 we embraced the Christmas spirit through a few activities, *Derek Visits East Village*, a social media campaign, and *Light up the Village*, encouraging EV neighbours to participate remotely.

With the hope and expectation that COVID-19 rules would eventually be relaxed EVNA's Events Committee earlier this year planned a number of events for our EV neighbours. As well, a consulting firm was engaged to plan and execute EV Street Fair 2021.

Due to a number of circumstances, our first event, Spring Purge, was cancelled. As well, considering the uncertainty of a full re-opening in time for our July 1st EV Street Fair the decision was made to cancel our street fair for this year. We still have a number of events planned for the remainder of the year but they will continue to be contingent on the what COVID-19 rules and regulations remain in place as we come

up to our planned event dates. We remain hopeful that next year will be different and we look forward to putting together a great EV Street Fair 2022.

For most local businesses the COVID-19 pandemic has been a difficult time for them. With this in mind we are very pleased to see almost all of the businesses in East Village remain in business. We also welcome the opening of three new businesses since October 2020; Olympia Liquor, Subway, and Canna Cabana. We look forward to being able to continue supporting our local East Village businesses.

As we all adapt to the a new “normal”, we will continue to participate in the building of an inclusive, thriving, and vibrant community where all are welcome to live, learn, work, and play.

On behalf of all of us on the board, we want to thank you for your active interest and participation in the East Village Neighbourhood.

EAST VILLAGE & THE EAST VILLAGE NEIGHBOURHOOD ASSOCIATION

Spanning 49 acres between Fort Calgary and the downtown business core, East Village resides at the heart of downtown Calgary. The boundaries are the geographical area comprising the municipality described and known as Downtown East Village generally bound on the north by Confluence Way; on the east by 6th Street SE; on the south by 9th Avenue SE; and on the west by 3rd Street SE.



The land where East Village now stands was once traditional territory for the Blackfoot Nation, prior to the arrival of American fur traders around 1840. In 1875, the Northwest Mounted Police established Fort Brisebois, which later became Fort Calgary. By the time the city of Calgary began to boom in 1906, East Village was a vibrant community with a mix of residential, commercial, service, institutional and industrial activity.

In 2011 the East Village Neighbourhood Association (EVNA) was formed to make downtown East Village a healthy, safe, vibrant place in the heart of Calgary. As a neighbourhood association, EVNA champions the development of the East Village as a thriving neighbourhood community. We work in partnership with a wide range of public and voluntary sector agencies to improve services and facilities for local people.

2021 sees an East Village that represents a truly diverse community. Our borders include marvels such as the new Central Library, The National Music Centre, Fort Calgary, and many unique high-rise towers that were welcomed by the Calgary Drop-In Centre, Salvation Army's Centre of Hope, and Trinity Place Foundation of Alberta's three seniors buildings. We are a community of the young and old, professionals, families, dog lovers, and beyond.

OUR VISION

An inclusive, thriving, and vibrant East Village where all are welcome to live, learn, work, and play.

OUR MISSION

To encourage conversation and interaction to create a sense of belonging and ownership for all who live, work, and play in East Village.

OUR VALUES

- Embracing diversity in East Village through positive example and action
- Transparency and accountability with our #EVneighbours
- Striving to build community through conversation, engagement, belonging, and fun.

We are a recognized member of the Federation of Calgary Communities and as a non-profit organizations in Calgary and are officially registered with the Alberta Government.

BOARD OF DIRECTORS



President
Ken Peach

Ken earned a Bachelor of Architecture at Carleton University in Ottawa and practiced architecture for a number of years in Winnipeg and Calgary. After ten years working as an architect he changed career paths, and worked as systems analyst & team manager in the IS/Technology departments of a number of Calgary oil and gas related corporations and Canadian Pacific Railway. He's since left the corporate world and established his own software company, which he continues to evolve and develop.



Vice President
Tom Jenson

Tom joined the board in 2018 as the Director of Planning; his architectural background and passion for city planning and design made him a perfect fit for the role. Tom was voted in as VP in June 2020. Tom has also facilitated the use of Microsoft Teams for improved Board communication and the creation of this new website!

Tom was born and raised in Calgary, having grown up in the south end of the city before eventually moving to East Village in 2017. He currently runs his own architectural design company.



Secretary
Jenn Machin

Jenn has lived in Calgary (mostly) since 1997 and has watched the evolution of not only the city itself but the openness and diversity of the people. East Village represents that and Jenn is proud to be a resident since early 2019.

Jenn is an administrative expert for over 20 years with more than a few detours into event management and one memorable summer managing a whale watching company on Vancouver Island.



Treasurer
Allison Hay

Allison was born and raised in Calgary. She has been a resident of the East Village since November 2018 and became a member of EVNA in Spring 2019. Allison currently serves as Treasurer and has since January 2020.

Allison is a 20+ year professional within the financial industry here in Calgary. She also has a background in event planning and promotions. She is an outdoor enthusiast, and enjoys the paths, parks, gardens, and activities that are part of living in the East Village.



Marketing & Communications
Ashley Rode

Ashley began volunteering with EVNA in May of 2018 helping with events such as Kite Day, Neighbour Day, and Movie Nights. In 2019 she joined the EVNA board as the director of communications. Ashley manages our social media posts and helps to promote events and programs such as our 2020 Business of the Week initiative. She has been working in digital marketing since 2017 specializing in Google Ads. She graduated from the University of Lethbridge in 2016 and has been living in Calgary ever since!



Planning
Addie Suchorab

Addie has been residing in Calgary's East Village since 2019, after 12 years living south of the border in NYC and Seattle. Originally from Saskatchewan, Addie lived in Calgary previously while studying at the U of C in the Master of Architecture program, before moving to the NYC to gain experience and become a licensed Architect.

Addie is amazed at the beauty and development of Calgary's downtown over the last decade; the vibrancy of the East Village and the close proximity to nature make it ideal place to call home. Addie is happy to serve on the EVNA board in the Planning & Development role; motivated by creating connections within our community, she hopes to help shape and support this unique neighborhood.



Events
Thea Panaguiton

Thea has been calling Calgary her home since her family immigrated to Canada in 2002 from the Philippines. She's been a resident of East Village since 2015 and previous to that worked as an Urban Ambassador in the East Village Experience Centre. She has a background in urban studies and currently works in the field of community development.

Thea enjoys walking on the river path (especially when it is to pick up some bubble tea in Chinatown). She enjoys hiking, biking, and when indoors, sewing her own clothes and hanging with her cats – Beans + Seattle.

OUR NEW LOGO!



If you can believe it, East Village Neighbourhood Association (EVNA) is now 10 years old! We have seen a lot of changes to our neighbourhood in that time and added many new faces. To celebrate this milestone and to reflect the growth of our community, we are delighted to debut our brand-new logo with you, our family of #EVneighbours! We believe this new design reflects our community's growth and embodies our core values perfectly!

The new logo features a colourful cityscape, with five buildings of various shapes and sizes, plus our iconic George C. King "Skipping Stone" Bridge in front. This imagery helps differentiate our neighbourhood from others in the city, as we are uniquely high-rise oriented. The six vibrant colours help convey our fun and lively nature, while also paying homage to the diversity of East Village's residents and guests.

Below the cityscape lies our nameplate in a seventh colour, steel-blue. Two versions of the typographic elements are used: our full name is for regular use, while the shortened "YYCEVNA" name is reserved for social media platforms. Anchored beneath the nameplate is a graphical representation of the brick pavers that permeate our neighbourhood and make our streets so unique. By using this brick pattern, and incorporating orange within its new rainbow of colours, the new logo gives a loving nod toward its predecessor. Likewise, the words "East Village" continue to be the dominating text, as the neighbourhood remains the central focus of the association.

The new logo is finished by being wrapped in a double-lined circle of steel-blue to illustrate the unity and resiliency we've shown through the years. Whether it be the losses felt by decades of urban renewal schemes, the devastating floods of 2005 and 2013, or the socially-isolated pandemic of 2020, we think you'll all agree that this neighbourhood has seen and been through a lot of hardships. But getting us through it all is a strong and compassionate group of diverse individuals who care and help their neighbours in times of need. This is the true heart of the community that we aimed to capture within our new logo.

Our *Revitalization Committee* was established last year in response to the opportunity afforded us by COVID-19's pause on 'normal' life. The committee was given the time and resources needed to look inward and renew EVNA's outlook for the coming years. This included overhauling our website and communication tools, as well as updating our vision and mission statements. Our vision at EVNA is to support an inclusive, thriving, and vibrant East Village where all are welcome to live, learn, work, and play. Our mission is to encourage conversation and interaction to create a sense of belonging and ownership for all who live work and play in East Village. We believe our new logo imbues these statements wonderfully with playful colours, familiar patterns, and a unified design. We are thrilled to show off this new logo with our #EVneighbours and hope you are excited about it too.

NEW BYLAWS FOR EVNA

The Board has created and posted to the EVNA website a new set of bylaws for your approval. The main purpose of these updated bylaws is to modernize and simplify the current bylaws from 26 pages down to 9 pages.

The team working on the bylaws and the connected Policy and Procedures Booklet have scrutinized the Societies Act, including the recent March 26, 2021 updated version, to ensure all requirements are met fully. Additionally, we reviewed and compared bylaws between numerous community associations throughout Calgary. The Board is confident we have created functional encompassing bylaws that will help guide the direction of the EVNA for years to come.

These documents can be found [here](#) on EVNA's website and have been available to the neighbourhood for review since November 2020.

COMMITTEES

Our committees are the driving force behind the East Village Neighbourhood Association. This support from our community members brings in different backgrounds, values, viewpoints and wide-ranging abilities. Pooling of our shared knowledge and experience allows us to achieve more, motivates forward momentum and improve the quality of decisions we make in our continued effort to improve services and facilities for our EVNA neighbours.

Finance Committee

The Finance Committee is a standing committee whose goal is to ensure that the board of directors fulfils its fiduciary responsibility relating to: financial auditing and reporting, financial policies, and financial risk management to ensure the effective operation of the organization. They review monthly financials statements, support creation of the annual budget prior to its introduction to the Boards, and they research, review, develop and propose organizational policies and procedures relating to fiscal management.

Planning Committee

The EVNA Planning Committee reviews all applications for land use re-designations (rezoning), subdivision, and development permits to provide feedback to the applicants as to how their application fits — or could better fit — within the community's values and vision for its growth. Additionally, the committee is to take proactive opportunities to affect change in East Village by addressing issues such as traffic, parks, heritage conservation, and community improvements.

Events Committee

The Events Committee is a standing committee whose goal is to plan and operate an annual series of events to be held in East Village to provide residents of East Village opportunities to meet and socialize. The role of the committee is to ensure that the organization has in place effective management policies, procedures and systems to ensure the effective and fiscally responsible operation of the events. The committee generates concepts and ideas for events, plans and execute those events including the securing of all permits and permissions required and work with all partners and community members involved.

Garden Committee

The Garden Committee is a standing committee whose goal is to oversee the general administrative functions and operation of the Crossroads Community Garden and whose membership is drawn from those who have a plot in the garden. The committee is responsible for the operation and maintenance of the garden, reviewing applications of interested gardeners, allocates plots and collect all fees. This team created the safe and tidy community garden we see today; a gratifying environment in which to work, and a pleasant view for gardeners, neighbours, and the general public.

Marketing Committee

The Marketing Committee is an advisory committee that works to expand EVNA's presence, enhance its image & credibility throughout Calgary by acting as a sounding board for marketing strategies and tools, develop and hone innovative ideas, and helps develop events, campaigns, and community initiatives. They also support any grant or funding applications and provide feedback on communications plans, materials, and are the drivers of our social media presence.

For more complete descriptions please visit <https://yycevna.org/Volunteering>

2020 FINANCIAL COMMITTEE REPORT & FINANCIAL STATEMENT

by Allison Hay and Jenn Machin

EVNA finds itself in a good financial position as a not-for-profit society. With continued prudence we will be setup to support the community for many years to come.

We saw a healthy increase in our portfolio with a Rate of Return of around 9% for the twelve months of 2020.

The board has continued to review in detail our finances, confirmed all filings are completed and up to date, reviewed policies and procedures, and have updated our accounting software. Additionally we have contracted a firm, Evergreen Business Solutions, to maintain our records ensuring continued accuracies and efficiencies so that we can focus on our financial health.

Our proposed budget discussed in the early part of 2020 was based on 2019 plus inflation, and therefore became inapplicable due to the exceptional circumstances of the pandemic. In the detailed, five year history Statement of Revenue and Expenditures below, we show that there were very low expenses in 2020 while at the same time unfortunately, losing revenue due to the required cancellation of the 2020 Street Fair. There was a slight increase in our G&A expenses for website rebuild and maintenance, and brand redesign. This was again, offset by the low event expenses.

2020 Audit

EVNA has engaged Shahid Naqi Professional Corporation to complete an audit of our books for 2020, as well as a detailed review of the intervening years between the current audit and the past audits. They are a local, Calgary firm whose main focus is providing audit services to not-for-profit organizations. We expect to have the result by September 2021 and will share those results with the community.

Additionally, although we will do not require another audit for 2021, EVNA intends to engage Shahid Naqi Professional Corporation again to review our 2021 finances. This will ensure that we continue to follow best practices and our records are impeccable for any new Board members that we expect to join the Association in 2022 as the neighbourhood continues to grow.

Statement of Financial Position



East Village Neighbourhood Association

Statement of Financial Position

As at December 31, 2020

Unaudited

<i>Fiscal Years Ending December 31</i>	2020	2019	2018	2017	2016
ASSETS					
<i>Current assets</i>					
Cash	25,277	31,469	29,535	35,026	2,400
Term deposits	-	-	-	-	15,000
Marketable securities at cost	46,023	42,156	36,812	21,161	20,356
Accounts Receivable	-	565	1,265	1,825	288
Pre-paid Expense	6,100	3,100	-	-	-
Total Current Assets	77,400	77,290	67,612	58,012	38,044
<i>Long Term Assets</i>	-	-	-	-	-
TOTAL ASSETS	\$ 77,400	\$ 77,290	\$ 67,612	\$ 58,012	\$ 38,044
LIABILITIES					
<i>Current liabilities</i>					
Accounts Payable and Accrued Liabilities	6,643	2,315	2,267	3,999	4,563
Goods and service tax payable	(16)	17	437	793	231
Total Current Liabilities	6,627	2,333	2,704	4,792	4,794
<i>Long Term Liabilities</i>	-	-	-	-	-
Total Liabilities	\$ 6,627	\$ 2,333	\$ 2,704	\$ 4,792	\$ 4,794
EQUITY					
Net Assets	70,773	74,957	64,908	53,220	33,250
TOTAL LIABILITIES & EQUITY	\$ 77,400	\$ 77,290	\$ 67,612	\$ 58,012	\$ 38,044

Statement of Revenues and Expenditures



East Village Neighbourhood Association
Statement of Revenues and Expenditures
As at December 31, 2020
Unaudited

<i>Fiscal Years Ending December 31</i>	2020	2019	2018	2017	2016
REVENUE					
Newsletter	-	2,897	11,620	13,779	10,289
Street Fair/Show & Shine	-	17,757	21,173	23,435	14,523
Digital Messaging	-	400	286	2,567	100
Chow & Chatter	-	-	-	166	2,272
Donations & Grants	2,000	4,811	8,715	3,765	11,455
Garden	4,572	6,198	5,006	7,373	6,042
Memberships	983	999	563	1,091	689
Community Events	-	250	60	-	33,774
Other	-	85	76	1,605	89
	\$ 7,555	\$ 33,397	\$ 47,499	\$ 53,781	\$ 79,233
EXPENSES					
Newsletter	1,357	3,456	8,442	7,459	8,926
Street Fair/Show & Shine	282	8,934	9,062	9,355	14,152
Digital Messaging	-	-	-	671	9,383
Chow & Chatter	-	-	-	-	4,820
Donations & Grants	125	1,000	3,600	2,400	6,200
Memberships	-	350	3,292	1,903	749
Garden	1,263	3,336	1,638	2,316	4,372
Community Events	3,110	5,059	3,257	-	43,881
Other	1	124	1,628	2,748	-
	\$ 6,137	\$ 22,258	\$ 30,919	\$ 26,852	\$ 92,483
GROSS MARGIN	\$ 1,418	\$ 11,139	\$ 16,580	\$ 26,929	\$ (13,250)
GENERAL & ADMINISTRATIVE EXPENSES					
General and administrative expenses	5,560	4,060	3,985	3,985	13,848
Operating Expense	3,556	969	784	3,066	387
Interest and bank charges	363	478	739	941	1,193
Delivery	-	-	35	12	300
	\$ 9,479	\$ 5,506	\$ 5,543	\$ 8,004	\$ 15,728
EXCESS OF REVENUES OVER EXPEDITURES FROM OPERATIONS	\$ (8,062)	\$ 5,632	\$ 11,037	\$ 18,925	\$ (28,978)
OTHER INCOME					
Investment income	3,867	4,419	651	1,045	537
	\$ 3,867	\$ 4,419	\$ 651	\$ 1,045	\$ 537
Excess (Deficiency) of Revenue over Expenditures	\$ (4,195)	\$ 10,051	\$ 11,688	\$ 19,970	\$ (28,441)

Statement of Cash Flow



East Village Neighbourhood Association
Statement of Cash Flow
As at December 31, 2020
Unaudited

<i>Fiscal Years Ending December 31</i>	2020	2019	2018	2017	2016
OPERATING ACTIVITY					
Excess of revenues over expenditures	(4,194)	10,051	11,688	19,970	(28,441)
Changes in non-cash working capital:					
Accounts receivable	-	700	560	(1,537)	1,397
Pre-paid Expense	6,100	(3,100)	-	-	-
Accounts payable and accrued liabilities	2,302	48	(1,732)	(564)	(350)
Goods and services tax payable	(33)	(420)	(356)	562	231
	\$ 8,369	\$ (2,772)	\$ (1,528)	\$ (1,539)	\$ 1,278
Cash flow from operating activities	\$ 4,175	\$ 7,279	\$ 10,160	\$ 18,431	\$ (27,163)
INVESTING ACTIVITY					
Purchase of marketable securities	(3,867)	(5,344)	(15,651)	(805)	20,356
INCREASE (DECREASE) IN CASH FLOW	308	1,935	(5,491)	17,626	(47,519)
Cash - beginning of year	31,469	29,534	35,025	17,400	64,919
CASH END OF YEAR	\$ 31,777	\$ 31,469	\$ 29,534	\$ 35,026	\$ 17,400
CASH CONSISTS OF:					
Cash	\$ 31,777	\$ 31,469	\$ 29,534	\$ 35,026	\$ 2,400
Term deposits	\$ -	\$ -	\$ -	\$ -	\$ 15,000
	\$ 31,777	\$ 31,469	\$ 29,534	\$ 35,026	\$ 17,400

PLANNING COMMITTEE REPORT

by Addie Suchorab

The East Village continues to evolve, even during a global pandemic. In 2020, our EV park space was a popular way to get outdoors and keep safe social distance. The Riverwalk, St. Patrick's Island and Fort Calgary saw more people, dogs, bikes, and skis than it has in years. COVID-19 brought some innovative ways of engaging with our public park space including the CMLC initiatives like picnic tables and fire pits along the river walk, the East Village Nordic Loop, pop up installations on St. Patrick's Island, and outdoor fitness classes.

The EV was part of the winter Chinook Blast Festival (Feb. 2021) and welcomed art installations at Celebration Square and along the Riverwalk near the Simmons Building.

In the spring of 2020, The Real Canadian Superstore opened as the flagship tenant in 5th&Third becoming a much needed urban grocery amenity. The shopping complex continued to fill in and by mid 2021 it houses TD Financial, Scotiabank, Fresh Slice, Olympia Liquor Store, and Subway.

Construction on the Arris tower (above 5th&Third) was completed and construction fencing and cranes were removed from 4th St. SE and 6th Ave. SE. and opened for rentals in early 2021.

After 8 years, the East Village Experience Center on Riverfront AVE SE has been converted to office space for Harvest Builders, in addition to the space the company occupies in M2.

Recently, the 9th Avenue Parkade and Platform Innovation Center (9th Avenue SE and 3rd St. SE) completed construction and we look forward to discovering the opportunities this unique building has to offer!

At long last, Carya moved into the newly renovated Village Commons (8th Ave. SE & 5th St. SE) in East Village Place (in partnership with Calgary Housing Company and CMLC) in early 2021. We are so fortunate to have a community hub and look forward to future events when it is safe to gather again.

In total, EVNA received and responded to five (5) Development Permits in 2020 and six (6) so far in 2021. The majority of these have been change of use and upgrades to exterior due to COVID-19 restrictions.

EVENTS COMMITTEE REPORT

by Thea Panaguiton

Due to restrictions on social gathering imposed by the COVID-19 pandemic, many of the annual summer events hosted by EVNA were put on hold. However, during the Christmas season, the Events Committee looked to engaging residents through its social media channels such as Twitter and Instagram as well as EVNA's brand new website.

Derek Visits East Village

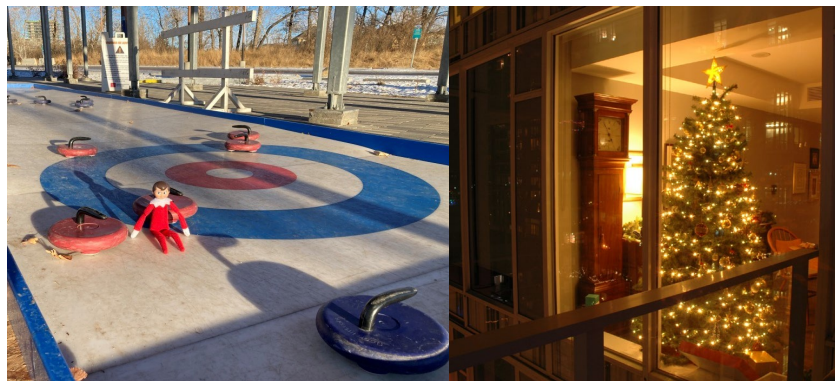
During the month of December leading up to Christmas day, Derek the elf visited various sites in the neighbourhood.

This initiative was to promote fun amenities and spaces in the neighbourhood, and to also bring Christmas spirit to the community. Content of the posts included Derek exploring in the neighbourhood, sharing holiday recipes, and favourite Christmas movies. There were daily posts for 25 days which boosted EVNA's online presence with 500 different accounts reached, 402 interactions and 3.3% increase in Instagram followers. The website also received 321 additional visitors.

Light Up the Village

In addition to Derek's adventures, the Light Up the Village initiative was also promoted within the social media channels. This event was to encourage residents to have Christmas lights on their balcony leading up to the Christmas holidays. Though we could not celebrate the holidays with our loved ones, this was a great way to bring Christmas cheer in the community. On Christmas Eve, the final count came in at 309 balconies reaching the intended goal of 300.

EVNA continues to monitor and adjust to the changing restrictions and we hope to host community events as soon as the restrictions allow us to do. We look forward to seeing everyone again at EVNA's events in the near future.



GARDEN COMMITTEE REPORT

by Allison Hay

To begin, EVNA would like to acknowledge and thank Susan Hooper. Susan officially stepped down as our garden coordinator effective May 8, 2021. Susan, on behalf of everyone on the board, and the entire East Village Neighbourhood, you have our great appreciation for the work and dedication not only to the garden but all of East Village. We have the most beautiful garden in the City and in no small part because of her commitment.

In 2016, Calgary Municipal Land Commission (CMLC) provided a garden area for 88 garden plots. These include raised beds for those with mobility challenges, accessible water and a communal garden shed.

The garden opening in April 2020 adapted COVID-19 protocols and currently in 2021 we continue to implement these safety measures; the garden shed remains closed, all participants use their own garden tools, watering cans and maintain social distancing, as well as wiping any surfaces and wearing masks as appropriate.

Also as part of our 2020 garden opening, individual bags of soil were placed on each garden plot. After another successful season, the garden closed for the winter season on Friday October 16th, 2020. In the spring of 2021, CMLC and the Landscaping crew replaced the water taps for easier access for the new season to come.

Registration opened for returning gardeners on November 17th, 2020. The new registration system requires that a membership which will now renew on an annual basis be purchased for \$7.00 prior to renewing a garden membership which is now \$33.00 effective November 2020. All in, the price for garden is \$40.00. For those without online access, cash payments were accepted.

Registration opened for new gardeners on March 01, 2021 and we continue to have a waiting list for hopeful gardeners. The garden officially opened for 2021 on May 8th on a very cold and rainy day where social distancing was easily maintained. All participants received a garden welcome kit containing a handbook, a package with sterile gloves and mask as well as miscellaneous garden items. The deadline for planting is June 15th, 2021 and we look forward to seeing our gardens grow.

In the coming months, we will host events and surprises on Wednesdays. Again, thank you to Susan for her planning and imagination. Rather than give away any surprises, the results will be part of the next garden report.

A big thank you to our partners: Green Meadow Landscapes and Calgary Municipal Land Corporation for your continued assistance with soil, irrigation, funding and events. This year for your assistance in the maintenance and cleaning of the garden shed. Thank you to First on Colour for the printing of garden handbooks and the gift of the Salsa Cookbooks for all gardeners! Finally, thank you to Stan Furber for staying on as gardener and our handyman. Stan is the invisible garden fairy who makes garden hoses and locks appear as if by magic. Thank you, Stan.






**east
village®**





Crossroads
Community Garden

3-plot box

-  1.6m x 1.2m
-  1.6m x 1.2m
-  1.6m x 1.2m

2-plot high box

-  1.6m x 1.6m
-  1.6m x 1.6m

MARKETING & COMMUNICATION REPORT

by Ashley Rode

Last year we set out to give EVNA a brand new look! You can see the usage throughout this community report and our recent posters spotted around the neighbourhood. In the "*Our New Logo*" section here, as well as on our website, you can read more about the meaning behind the new look. To go along with the new logo we have created a Visual Identity guidebook that encompasses font usage, correct color palettes, and other details that guide our communication materials, helping to establish instant recognition throughout the community.

As COVID-19 restrictions are expected to relax we hope to be able to expand our presence in the community with semi-permanent signage to keep our neighbours updated offline as well as on. We're thrilled to see you using the #EVneighbours to keep us connected online!

WHAT'S NEXT FOR EVNA & THE EAST VILLAGE

EVNA commits to continuing to build relationships with our neighbours including the local business owners, condo boards, and, most importantly, individual engagements from East Village residents. We are always looking for suggestions, comments and feedback to ensure we have representation of the entire community.

We are looking at opportunities and ideas that could benefit local residents while supporting our small businesses and nurture East Village's sense of community. Particularly, EVNA will be looking at opportunities to work with Carya, finding ways to highlight and benefit from the new Village Commons space.

We are set on growing our membership, including more board and committee members and volunteers.

Our greatest hope however, is to be able to meet with our residents in person, host events that delight and welcome all neighbours and getting back to a sense of normal. We hope that the rest of 2021 will provide this and we can't wait to see you!

APPENDIX 1

MAY 2021 WARD 7 REPORT

Councillor Druh Farrell

“Bee” Compassionate!

The past year has taught us about empathy and compassion for others. It has also changed our way of thinking around sustainable cities and communities, and what they should look like. Empathy opens our eyes and hearts to how other people see and experience the world, and this extends to our natural world. As bee and pollinator populations continue to decline, the environment, and the living creatures that sustain us need our empathy.

Empathy for our natural environment is pivotal to address declining native bee and pollinator populations. While this global issue might not appear to impact us directly, pollinators drive our food systems and are essential to meet our most basic needs. Calgary Parks transformed our parks and transportation networks into naturalized, pollinator friendly habitats, and we have been rewarded with sightings of endangered native bees! We need to maintain our “Bee City” designation and building environmental empathy is an important piece.

Through the “Bee a Polli-Neighbour” program, launched in 2020, Calgary Parks developed “nature learning kits” for schoolteachers and students to grow their understanding of how human health and the natural world is linked, and how our actions impact the environment. By offering tools to expand ecological knowledge, appreciation, and a sense of wonder at an early age, we are working towards building environmental empathy.

From halting the use of pesticides, to making lawns smaller and flower beds bigger, from planting more native species to leaving the leaves over the winter there are many ways we can promote and preserve bee habitats in our own yards. The more we develop environmental empathy in ourselves and our young people, the more likely we will be successful.

Ward 7 – Councillor Druh Farrell proudly serves the following Communities: Balmoral, Banff Trail, Briar Hill, Capitol Hill, Chinatown, Crescent Heights, Downtown East Village, Eau Claire, Hillhurst, Hounsfeld Heights-Briar Hill, Montgomery, Mount Pleasant, Mountview, Parkdale, Point McKay, Rosedale, St. Andrew Heights, Sunnyside, Tuxedo Park, University District, University Heights, West Hillhurst, Winston Heights-Mountview

<https://mycalgary.com/city/politicians/councillors/ward-7/may-2021-ward-7-report-councillor-druh-farrell/>

A Note From the Board: Calgary 2021 General Election

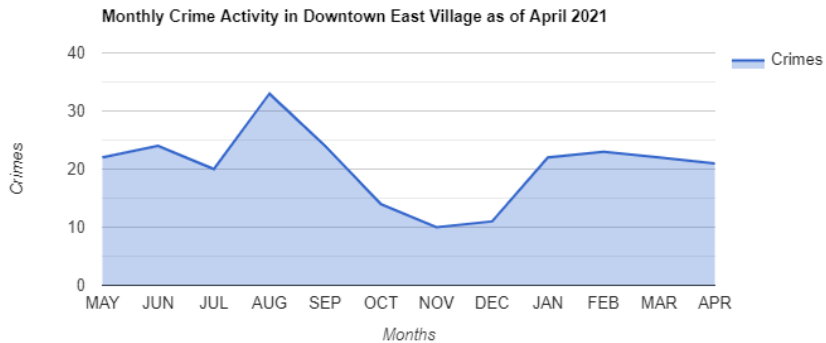
Monday, October 18 is the next municipal election. Although there are some boundary changes, East Village is still Ward 7. Of interest this election, we will have all new candidates to vote for. After 20 years, Druh Farrell has chosen not to run for Councillor.

We encourage all residents to participate by voting and having your voice heard. If you want to know more about the candidates, visit the [City of Calgary website](#).

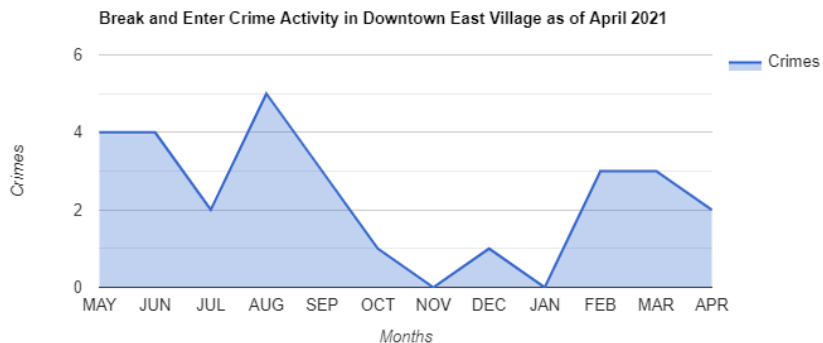
APPENDIX 2 MYCALGARY.COM DOWNTOWN EAST VILLAGE CRIME ACTIVITY APRIL 2021 REPORT

Downtown East Village Crime Activity was Down in April 2021

The Downtown East Village community experienced 21 crimes in April 2021, in comparison to 22 crimes the previous month, and 44 crimes in April one year ago. Downtown East Village experiences an average of 20.5 crimes per month. On an annual basis, Downtown East Village experienced a total of 246 crimes as of April 2021, which is down 33% in comparison to 369 crimes as of April 2020. Total Downtown East Village crimes is calculated as the sum of break & enters (dwelling, commercial, and other premises), theft from vehicles, theft of vehicles, assaults (nondomestic), commercial robberies, street robberies, and non-domestic 'other' violence.



The Downtown East Village community experienced 2 break and enter (B&E) crimes in April, in comparison to 3 B&E crimes in March and 4 B&E crimes in April 2020. On an annual basis, Downtown East Village experienced a total of 28 B&E crimes as of April 2021, which is down from 65 B&E crimes as of April 2020.





Downtown East Village experienced 4 vehicle related crimes (theft of or theft from vehicles) in April 2021, in comparison to 2 vehicle related crimes in the previous month, and 23 vehicle related crimes in April 2020. On an annual basis,

Downtown East Village experienced a total of 49 vehicle related crimes as of April 2021, which is down in comparison to 120 vehicle related crimes as of April 2020.

Physical and social disorders are excluded from this article because a very low proportion of disorder-based calls for service result in crime reports. Physical and social disorders are often highly visible, occurring in public spaces; examples include drunks, panhandling, youth gangs, prostitution, littering, loitering and graffiti. Research indicates that disorders can have a negative impact on public perceptions of safety. See the Downtown East Village Crime Activity Table for additional information.

Downtown East Village Crime Activity Summary as of April 2021

	APR 2021	MAR 2021	FEB 2021	JAN 2021	DEC 2020	NOV 2020	OCT 2020	SEP 2020	AUG 2020	JUL 2020	JUN 2020	MAY 2020	12 Month Total
Assault (Non-domestic)	11	15	11	12	8	6	7	12	15	13	15	9	134
Commercial Robbery	0	0	0	0	0	0	0	0	0	0	0	0	0
Street Robbery	3	1	1	0	0	0	3	2	4	0	0	2	16
Violence Other (Non-domestic)	1	1	2	6	0	0	1	0	3	2	3	0	19
Break & Enter – Dwelling	1	0	0	0	0	0	1	1	0	1	0	0	4
Break & Enter – Commercial	1	3	3	0	1	0	0	2	4	1	4	4	23
Break & Enter – Other Premises	0	0	0	0	0	0	0	0	1	0	0	0	1
Theft OF Vehicle	0	0	3	1	0	2	0	1	0	2	1	2	12
Theft FROM Vehicle	4	2	3	3	2	2	2	6	6	1	1	5	37
Total Crimes	21	22	23	22	11	10	14	24	33	20	24	22	246
Total B&E Crimes	2	3	3	0	1	0	1	3	5	2	4	4	28
Total Vehicle Crimes	4	2	6	4	2	4	2	7	6	3	2	7	49

Please visit: <https://mycalgary.com/crime-statistics/downtown-east-village-crime-activity-update/> for complete report.

