

Culture Plan – Community Organizations Forum

November 17th, 2016 – 7pm

- Define what a Service Club is:
 - Give back to the community
 - Work with partners
 - Taking on a regional approach after many halls/meeting centres in smaller communities closed due to lack of membership or required to pay school or municipal tax
 - Need members to fulfill mandate and mission
 - Family support from spouses is important to encourage commitment and ability to fulfill responsibilities.
 - Extra help at times
 - The Masons are not a 'Service Club' – they are a Fraternal Order
 - Asset to the community
- Moms need an area at the rink for their children to play in while another child is participating in skating or hockey
 - A space was planned for this based on feedback from community consultations about rebuilding the rink
 - A simple play structure would do
 - This is currently being considered at Berard & Flanagan Ball Fields
- How can these service clubs stay active and visible?
 - There are age barriers in place
 - Missing participation from 30-60's yrs.
 - People ask these groups for funding support but do not join
 - Facility costs can be a burden – if possible to partner with another group and share that would help
 - Refers to owning and operating a facility
 - Refers to taxes – municipal and school
- Why are there no new members?
 - All groups are finding themselves in the same situation
 - Effect of the oil patch – varying hours of work for many local employees – unable to commit to constant programming
 - Individual causes – focus and motivation is spread out to smaller individual groups rather than community – ex. Hockey, service trips, clubs, park groups.
 - Have to find a way to sell to young people, a way to encourage the needed helping hand
 - Current mentality of 'paying dues' but not participating as an active member
 - Time constraints for people – long shifts at work
 - Demographic – 1970-1985 is the smallest generation in Canada – this is the age group we are missing
 - People are marrying later in life and having children later – there is a change in the definition of 'fatherhood'. This involves more time at home and equal participation of both parents in work and social areas

- Some 'younger' members have come to the groups to participate or attend a meeting but do not usually stick around
- Past family generations used to help out – new families do not (people would rather pay money than with their time)
- This is an impact of computers
 - Town of Kindersley website feedback offered – members are frustrated navigating it
 - Difficult to track a path to information
 - The search function shares poor results
 - New people are not familiar with Kindersley, ex information sessions used to be held
- Need to begin working with younger kids and slowly make them more comfortable with the environment of these community organizations
 - Let them know what they get out of it (benefit)
 - How can these groups partner with schools?
 - Community Day – like a job fair but for local groups
 - Need to nurture the next generation and build a sense of participation
- How can we make young members feel comfortable?
 - Phone off environment
 - Childcare – space for children to be during meetings
 - Children running around or being onsite feels frowned upon
 - In the past, parents just had to make it work – children were taken to these meetings at one time
 - Need to be more accessible for families
 - Welcoming, something fun to do – supervision for children
 - Work with technology
 - Break the ice with high school students
 - Information pamphlet?
- Getting on the same page
 - Trying to communicate with schools but receiving different/conflicting responses regarding support
 - Scholarship money is available from groups but students are not responding to the opportunity with applications
 - How do they make a connection with students?
 - Need to work on connecting on a personal level – invite but do not let people use their phones
 - Ensure coordinating responses and feedback
 - Become more involved in the selection process – make a connection and meet the person
 - No longer only meet the recipient when presenting the cheque
 - Often, provincial funds are not applied for
 - The transition from local school to districts to regional boards has created a breakdown of communication in the system

- Ease students in by having the scholarship winner scoop ice cream at Canada Day or serve pop, or perform music at an event
- What can we do together?
 - Increase information on town website and make it easier to find
 - Create a document that can feature each organization
 - Compile information to present or have answers for
- Welcome Night? – Why is it not held anymore?
 - Privacy regulations prevent employers from giving out contact information of new employees to be invited.
 - Relied on new people hearing about it or feeling comfortable to attend
 - Rotating club nights used to be held so that groups mixed and understood what each had to offer – sometime members would join other groups
 - A fun aspect needs to be considered – people are looking for excitement and interaction
- Community meetings – What do you have to offer?
 - What is the best way to communicate?
 - Social media?
 - Youth Committee?
 - Posters
 - Network and stay in touch with people who have received assistance from the organization or participated in some way prior
- How can we get attention?
 - Host a Shrine Circus
 - Youth prepared videos have been successful in the past
 - Colouring contest – must be present with family to win
 - Confusion over how to join community groups
 - Clearly define requirements, if any
 - Be present in the community to build up comfort levels and educate
 - Bite sized pieces – ease people into the environment
 - Encourage people to bring a friend
 - New members need a time committeemen – enough time for orientation
- General Sharing
 - Shriners Hospitals have the best doctors and funding for people who need it. Most people do not know about this opportunity
 - Service VS Social VS Fraternal Order
 - Call these groups a cohesive name that covers all of their structures and identities – Community Organization
 - Community organizations are groups that aim to serve the community overall with their mandates and missions as opposed to a special focus (one area in the community or one category of citizen interest)
 - They act in a not-for-profit manner to give back
 - They pick up the 'slack' when other groups dissolved
 - Slack in this case refers to needed support, funding and help
 - There is a lack of knowledge about what each group does for the community
 - Not enough promotion of groups

- Need to try new ideas – current recruitment practices are not working
- Next Steps
 - Should we hold another meeting? An annual gathering?
 - What kind of promotion is needed?
 - Would a Fun Night be beneficial to gather and celebrate?
 - Need to begin networking to get more information out
 - Ex. 'KICS' – a group of representatives from various organizations that meets every 8 weeks to discuss child development and programming
 - Need to focus on more recognition of efforts and contribution
 - As the community grows, does need for community groups decline
 - Less hands-on now
 - Need to help each other out