

East York Strategy Planning Session

June 21, 2006 7:00 PM

Woodbine Heights Baptist Church



- Welcome and introductions

Updates

- East York Strategy participated in the Gledhill School Spring Festival by participating in the community section.
- Discussion regarding the inclusion of Secord, Crescentown and Dentonia into the East York Strategy boundaries. Suggestion was made to define and develop the youth programs first before this inclusion. As these three areas has it's own unique culture, a careful evaluation of our programs and resources should be made.
- One of the programs being considered is the homework clubs, run by the area churches.
- Suggestion to start a drum circle was made. This program could be run on Friday nites and can accommodate anywhere from 6 – 40 participants. The drum circle could participate in next year's outdoor worship service.
- Activities to teach drumming and possibly making drums for youths. The website could promote drumming events.
- Summer programs for EYS for the first year would involve individual programs run by each church and possibly camps.
- Emphasis was made by those in attendance that EYS activities, events and it's initiatives be advertised more so in the community at large. Suggestion was made that the EYS needed to advertise in the local community newspapers (eg. East York Mirror) and community websites. 54 Division also indicated that they would utilize their website as well.
- One of the attendees volunteered to provide the EYS with a media list.
- Develop a page on the website to list organizations and groups that have agreed to endorse the EYS initiative.
- The website needs to update the donations page.
- Point was made to utilize donations to cultivate a sense of ownership, encouraging participation and support. Donations could be made to the churches involved with the EYS as this would allow tax deductions. Donations made to a separate EYS account would not be eligible for tax deductions as the EYS is not a charitable organization.
- The Outdoor Worship Service was attended by approx. 250. Effort will be made to plan ahead for next year's outdoor service. Churches have asked for more advance notice for next year's service.
- MPP Peter Tabuns explained that funds were available for youth programs. Mr. Tabuns also expounded on the Eastview Community Center programs and that it would be in the interest of EYS to have Eastview explain their programs as we should not have to concentrate our efforts into reinventing the wheel. As they have a program that works, we should look into implementing their programs and drawing upon their experience.
- The Medina Mosque also indicated that they were in favor of the endeavors of the EYS and that they were also involved with their youths. As their resources were being

stretched, it would be beneficial to both parties to have the Mosque involved with the EYS.

- MPP Peter Tabuns has indicated that he would be in contact with and talking with various foundations and organizations for future funding.
- Once funding was available, it would be possible to hire youth outreach workers.
- Gary Cockburn has proposed an EYS basketball league. Age groups and skill levels could be defined. Age groups could be 9 – 12, 13 – 15, 15 – 17.
- The basketball league could be run between October and March. March Madness, banquets are some possible events.
- Contact the Toronto Raptors for their involvement – either as guest speakers or coaching/mentoring opportunities.
- Gary Cockburn indicated that it would cost approx. \$750 for a basketball program involving up to 40 participants.
- The basketball program would not only be catered to boys but also to girls. Issues of coed basketball teams were raised. It was recommended that coed teams would be effective for certain age groups only.
- Urban Promise – a group founded by Tony Campolo – they have been active in Toronto for the last 8 years. They are not yet committed to being active in East York however, they would be willing to support area churches in East York and would provide support for the EYS initiative.
- A suggestion was made to utilize the program that Urban Promise has developed – especially taking the opportunity to utilize their interns for EYS initiatives. These interns would train street leaders.

Discussion followed regarding the EYS decision making process. It was suggested that a steering committee be formed. MPP Peter Tabuns suggested that Jim Parker (Chairman, EYS) select the Steering Committee – all was in agreement for this.

Next Steps

1. Training Day conducted by Urban Promise – Date will be set.
2. Jim Parker will select members of the Steering Committee.
3. Churches/groups/and individuals will be asked to be listed on the website as a way to show their support and endorsement of the initiative.
4. Focus on keeping EYS endeavors simple – 1 day or short term events.
5. Update website with current and summer events.
6. Next planning session to be held in August.