



# Edmonton Ski Club

## Community Input Session

**May 31, 2011**



**Government of Alberta** ■  
Culture and Community Spirit

## **Edmonton Ski Club Community Input Session**

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### **Background:**

**The Edmonton Club scheduled a community input session for May 31, 2010, to allow Cloverdale residents, Edmonton Ski Club user groups, and other interested parties to share their thoughts and ideas, and explore issues related to the future operation of the Club.**

### **Delivery**

**The community input session took place as planned May 31, 2011, at the Edmonton Ski Club.**

**Who attended – Cloverdale residents, groups which currently use the ski facilities, and other interested parties.**

**Rick Moyse of Alberta Culture and Community Spirit facilitated the session.**

### **Results**

**Participants reflected on the past and current situation with the Edmonton Ski Club, and shared their thoughts and ideas on the future direction for the organization.**

## Reflecting on our Past, and Current Situation of the Edmonton Ski Club

### What do you value about the Edmonton Ski Club?

- The focus on youth
- The occupation / preservation / utilization of green spaces
- Opportunities for inner city children
- The history and heritage of the organization within Edmonton
- What the ESC could be
- The strong sense of community identity
- It helps improve property values
- That the lodge building is used year round
- We locally employ and train young people
- We get kids active outside
- The organization is able to keep the City from changing the land use
- The ski club and the community league can be allies around the proposed LRT expansion in the area
- It operates on a modest scale and with modest impacts

### What is important that we continue with the Edmonton Ski Club?

- Being good low impact land stewards
- Teaching / training and mentoring of youth
- Operating on a modest scale
- Affordability for users
- Our positive relationships with the Edmonton Folk Festival
- The sense of community spirit

## **What is “not so good” and needs to change?**

- The old, inadequate infrastructure
- The facility is not valued by many users and potential users
- People assuming the facility is free for use
- The drying up of City funding
- The ESC image (that we even exist)
- Being interrupted by loud music at night from rentals
- Traffic can be an issue, especially in conjunction with the Muttart Conservatory
- The relationship between the ESC and the Cloverdale Community League needs to be strengthened and enhanced (improving our structures)
- Potential LRT impacts could be huge
- Potential impact of property values if use expands substantially
- Low community of Cloverdale turnout potentially resulting in a poor representation of community ideas and opinions
- The effect if the ESC ceases to operate
- Programs are not diversified enough (need more than just racing)

## **What will be the opportunities for the Edmonton Ski Club as we move into the future?**

- LRT expansion
- To improve the building (visually, functionally, financially)
- A City of Edmonton built facility for conferences, climbing wall, trail use, Edmonton Ski Club, linkages with school boards, benefit to inner city kids
- The City is trying to brand itself a winter city
- The great number of different groups which may be involved
- The opportunity to create a recreation master plan for the area
- The opportunity to bring groups together which have not worked closely together in the past
- Aging demographics and growing urbanization
- More international students, visitors and workers
- Snow Valley’s capacity issues

## **What will be the barriers facing the Edmonton Ski Club as we move into the future?**

- LRT expansion
- A City built building may result in the community losing control – there would need to be a strong operating agreement with strong community and ESC voices
- Fatigue factor on the part of the ESC around the planning process
- City bureaucracy is worsening the fatigue factor
- Having had poor communications with the community league
- Changing demographics and urbanization

## **What roles can residents and stakeholders play in the ongoing operation of the Edmonton Ski Club?**

- Collaborative approaches with the ESC, community members, the community league, and other organizations (task force)
- Greater role for residents who live closest to the hill
- Strong collaboration between the ESC, community, Folk Fest, and Alpine Club
- Help to develop better lines of communication
- Involvement in the City's push for the development of a recreation master plan – define who owns and leads the plan
- Collaboration participants could become scapegoats for those opposing plans

## Areas of Focus

### “What can be done over the next five to ten years to improve the Edmonton Ski Club?”

<u>Area of Focus</u>	Ensuring that the organization has sustainable financial strength	Developing a communication strategy to see the vision through to fruition	Forming an alliance to develop the year round sustainable recreational assets of this part of the river valley	Developing a capital plan for the development of year round multi-purpose recreational infrastructure	Developing an operating plan to ensure sustainability	Creating a hub for outdoor activity that embraces winter and other family pursuits	Enhancing use of ESC to include diverse cultural interests
<u>Ideas generating the Area of Focus</u>	<p>Multiple parties each bring funds to the table (casinos, private funding, public funding)</p> <p>Financial stability and viability</p> <p>Financial security</p>	<p>Positioning this river valley as the City’s year round venue for recreation</p> <p>Building a public image and communication strategy with the City</p>	<p>Coalition of groups to develop an overall plan for the ESC and green spaces</p> <p>Form a “super group” (board?) to represent common interests (ESC, Cloverdale, ACC, EFMF)</p> <p>Potential stakeholders (CCL, Ski Club, ACC, Muttart, River Valley Alliance, Folk Fest, Nordic, Edm Bike Touring, Edm Road and Track)</p> <p>Alliance and strategic partnerships</p>	<p>Development of facilities and infrastructure</p> <p>More vertical</p> <p>Redevelopment of the historic Edmonton Ski Jump</p> <p>Re-establish use of east slope (east of T-Bar)</p> <p>Full integration of LRT plan with ESC / Cloverdale interests</p>	<p>Multi-use, year round building</p> <p>Multi-use facility / low impact outdoor recreation</p> <p>Multi-use year round outdoor recreation</p>	<p>The hub of family activity</p> <p>Focus on winter city festival atmosphere</p>	<p>Tie in to arts and culture</p> <p>Diversity of facilities and user groups</p> <p>Integration of Muttart’s horticultural interest to include landscaping at the ESC</p>