

Ambassador Toolkit - Reporting Summary

Date: December 9, 2013

Group stats: Number of attendees: 11 including host

Number born and raised in Edmonton: 8 born, 9 raised.

Number who moved to Edmonton 2 as adults.

Average length of time in the city (years): most over 40 years, one 10 years, one 30 years.

Review the discussion notes and highlight points/themes of the discussion.

1. What brought you to Edmonton? How long have you been here?

1. Born here.
2. Since 1975, came for work.
3. Grew up here.
4. Moved here when got married.

2. How do you find Jewish community life generally in Edmonton?

1. Frustrating, especially dealing with Talmud Torah.
2. Calgary has thriving JCC, missing that here.
3. A lot of factions for a small community, don't work together. Diversity sometimes results in too much choice.
4. Diversity is great, something for everyone.
5. Groups focused on self-interest.
6. Unique community because of heavy involvement compared to other cities.

3. Thinking of your aspirations/expectations of community life, what would you like to see the community offer that would enrich your Jewish life? Do you see any challenges/barriers to realizing those aspirations?

1. A Jewish Campus - barrier is \$.
2. The community in one place, or nearby locations with services for kids to start and keep them.
3. A gathering place, a physical space for community events but not for an exercise facility, can't compete with YMCA. Use facility for community gathering, multipurpose, studio rooms, meeting rooms, kitchen, kids' activities, adult programs. Barrier is geography, because recent buildings are all over city. Building with a different purpose from the shul (religious purpose), school (educational purpose). Federation offices should be in same building / gathering place.

4. What value might there be in having a central gathering place for the Jewish community, and what purpose(s) might it serve?

1. Jewish identity, a place to develop Jewish identity and maintain an identity.
2. Should not put any extraneous facilities, is wasteful.
3. All offices in one place - not a fitness facility
4. Multipurpose space - gym, auditorium.
5. Large room for wedding etc. with a kitchen
6. Summer camp - day camp.
7. Teen Lounge
8. Should be twinned with another facility.

HOST FEEDBACK:

Unfortunately, no one seemed motivated to host a follow up meeting. There was a tendency for participants to discuss a JCC building and historical options, such as TT, Beit Horim, etc.. However, the discussion was interesting, frank, and constructive and did address various concepts.