

Ambassador Reporting Summary

Date: March 26, 2014

Number of attendees: 4 (included some notes from an additional individual who couldn't attend meeting)

Number born and raised in Edmonton: 2 and another came at age 2

Number who moved to Edmonton: 1

Average length of time in the City: 22 years

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

- ☑ Born and raised in Edmonton. 35 yrs.
- ☑ Parents moved when I was 2 yrs old. 35 yrs.
- ☑ Born, raised in Edmonton, left for school and work (gone 20 yrs) and came back 6 months ago.
- ☑ Husband's work. 3 yrs.

2. How do you find Jewish community life generally?

- ☑ There's a sense that the community is fractured. People tend to choose sides of a debate i.e. yes JCC or no JCC.
- ☑ Community is segregated – people feel like they are being identified by which synagogue they attend.
- ☑ Jewish community seems to be spread out, some living in west end, downtown, Parkview, university, south side etc...
- ☑ The community seems split between orthodox and non-orthodox

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?

- ☑ Having a neutral place where all Jews can come together – when we were growing up that's where we had our swimming lessons, camp, hang out
- ☑ When we were growing up it didn't matter which synagogue you attended, you were still able to hang out together, the JCC allowed that to happen
- ☑ Other cities have vibrant JCC – with programming and that would attract Jewish people local and visitors
- ☑ Would like to see more opportunity to socialize and hang out with a group of friends.
- ☑ JCC can mean a variety of things, is it a building? Programming?.. We all agree a JCC is a necessity the question is in what capacity. In a perfect world the JCC should have all amenities to cater to the community however sometimes if not many times it is not feasible.
- ☑ Meeting place, non religious.
- ☑ Right now have memberships at different facilities for various activities, would be wonderful to have one place to have membership and be with Jewish peers.
- ☑ Programming is key! Hire great professionals – high paid CEO who is a visionary for the community, a dynamic leader who will hire program professionals to ensure that there is active, engaging, awesome programming specifically for the kids.
- ☑ We have to ensure that we don't build a building that will be a burden on community and our kids in 20-30 years down the road.

- ☒ We don't have land to build on.
- ☒ Cost/maintenance is a major challenge, buildings last roughly 30 yrs, so there needs to be a plan on how to maintain for future so it doesn't fall on our kids' when they're in their 30's or 40's.
- ☒ What should be included in a community centre is far less relevant than how it should be sustained
- ☒ We're small community, I think the centre would need to be self-sustaining
- ☒ We need to have ability to fund JCC

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

- ☒ It's important to have central neutral meeting place
- ☒ "Build it and they will come" use with caution
- ☒ Programming is essential – yoga, frumba, restaurant, kids camp
- ☒ Don't necessarily need a building to have great programming, for example can run camp one week in FT Edmonton, another at the zoo, another at Terwillegar Rec center....
- ☒ Programming will get people together and be able to improve unity
- ☒ Awesome staff = Awesome programming
- ☒ Rather spend money on professional staff than spend on infrastructure
- ☒ Essential to have impact on kids so they can feel Jewish