

Ambassador report
December 15, 2013

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

- 4 born and raised, most left for school and returned
- 4 moved for spouse's family or work

2. How do you find Jewish community in general

- Challenging to meet new people, sports help (JHL)
- Hard to connect if living outside of this neighborhood or don't attend school, shul
- Divided community, polarized, separated by affiliations, and location
- Inclusive friendly community

3. Aspirations, expectations what would enrich? Challenges and barriers?

- Space for communal gatherings, JCC- cultural hub- umbrella facility- diversity celebrated and invited
- A place for all community to gather in non-denominational space
- If you want successful jcc- have to have best programs and best instructors
- Space for multigenerational programs

*Discussion ensued about running programs on Saturday

- Barriers include: space, cost, families sending kids to specialized programs elsewhere, transition time to bring community members back, revenue generation, everyone's buy in
 - o Need to include stakeholders to see what they want in JCC (TT, shuls, BBYO etc)

4. Value of having central gathering place- purpose

- A place for the next generation to meet and be unified
- A cultural, recreational and meeting place
- A place to hold large community events
- A non denominational space for the whole community

Host feedback:

People are concerned about transparency

Make sure the community is kept informed of progress and decisions

Identify how the proceeds from the land are being protected

Use Newsletters, facebook, and mailouts to inform the community