

## **Ambassador Toolkit – Reporting Summary Dec. 9, 2013**

Group stats: Number of attendees: 6\_\_\_\_\_ Number born and raised in Edmonton : 3

Number who moved to Edmonton: 3\_\_\_\_\_ Average length of time in the city (years) 25 yrs.

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

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

1. Parents moved here
2. Work
3. School
- 4.
- 5.

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

1. Great depth to offerings (“rich”)
2. A lot going on if you want to participate
3. Core group of friends come from my days at TT
4. Federation doing phenomenal job of programming
- 5.

#### **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. More diversions in programming – JCC shouldn’t compete with those activities in the general community; don’t compete with facilities like the Y
2. Federation plays a constructive role; better place than 30 years ago
3. Diversity of Jewish community – both positive and negative

4. Younger generation needs to step forward and be part of shaping community

5. Barriers/challenges:

- current location of JFED
- need a central place, co-locate with another facility;
- younger generation seems to be locating more central to downtown – is this a trend?
- Federation programs held at synagogues – are we excluding people because they don't feel comfortable?
- Can community sustain an expanded space

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

1. A non-partisan place where everyone could feel comfortable to go
2. The need for space needs to be addressed by looking within existing facilities
3. Gym and social space is attractive; BBYO needs a space
4. Does the community “value” of having a space outweigh its “cost”
- 5.

**HOST FEEDBACK:** Except for one, this group was comprised of a group that is on the cusp of retiring. They all felt very strongly that the decision regarding a building/space needs to come from younger generations who will be the ones that will use it most. They said this did not preclude them from providing financial support, they just didn't think it was their place to make the decision whether to expand space or not.