



# REPORT TO COMMUNITY 2020



Hillhurst Sunnyside Community Association



# LAND ACKNOWLEDGEMENT

Gladstone Road / 4 Ave NW follows a historical Indigenous path, crossing our community diagonally. This unique roadway breaks from the gridiron (rectangular) street layout of our inner-city community. Since time immemorial, many First Nations, Métis, and Inuit people have walked these paths, stewarded this Land, built relationships and community.

With these histories and ongoing relationships in mind, we respectfully acknowledge the traditional territory of the Blackfoot confederacy: Siksika, Kainai, Piikani, as well as the Îyâxe Nakoda Nations; the Bearspaw, Chiniki and Wesley First Nations, and the Tsuut'ina Nation families and Ancestors. We acknowledge the Métis community, specifically the Métis Nation Region Three. Hillhurst Sunnyside is in Treaty 7 territory and we invite you to recognize the traditional Lands on which we all live.

*a year's overview:*  
2020

## MESSAGE FROM THE BOARD & EXECUTIVE DIRECTOR

### Dear Hillhurst-Sunnyside Residents,

On behalf of HSCA, we are excited to present you with the 2020 Report to Community. While 20/20 is not only hindsight, 2020 was also a year of unforeseen challenges and disruption, as the entire world became entrenched in the COVID-19 pandemic. However, we are pleased to be able to share with you some of our journey over the course of 2020, our learnings, our successes, and how we focused on preserving and enhancing the quality of life for residents of Hillhurst-Sunnyside during a global pandemic.

### A Year Like No Other

2020 began with the very best of intentions, with a focus on the fresh strategic plan developed by both HSCA's Board and Staff. However, as the saying goes, "if you want to make the universe laugh, make a plan"... and our plans very quickly changed in late March when almost all staff were laid off during the initial COVID-19 shutdown.

Throughout the year, as staff were brought back in phases, we worked tirelessly to provide what services and programming we could (both in-person and virtually) while doing our very best to mitigate risks, ensuring that residents, volunteers, and staff

were able to interact in as safe an environment as could be expected.

Operating essential services such as our Community Food Programs and our Childcare Programs in pandemic conditions was certainly a change, however our teams rose to the occasion and helped us to #KickOutCOVID from HSCA – and for that we would like to thank all our team members in Facility Services, Daycare, Out of School Care, Community Programming, and Administration for their care, dedication, attention to detail, and of course their patience.

### HSCA Staff

Like everyone, HSCA staff have been under significant pressure over a lengthy period of time, however the number of staff positions has been lowered from the beginning of 2020, and there are a significant number of staff who have yet to return to their full hours of work. We also had significant staff turnover throughout the year, including key positions such as our Controller and Executive Director (ED) which brought an extra level of challenge to the year. And while we miss Kate Stenson (our ED), we're also extremely happy that Kate's first child is healthy, happy, and that the entire family is doing well.

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# MESSAGE FROM THE BOARD & EXECUTIVE DIRECTOR

## 2020 is Hindsight – What Does the Future Hold?

While we don't have a clear picture of what 2021 has in store for us, at the time of this writing (mid-March, 2021) certain restrictions have been lifted for Community Associations, and the outlook is brighter for greater programming and service options. Having said that, one of our priorities is to model the best COVID-19 behaviour that we can, and ensure that we are part of the solution to breaking the hold this virus has on our community. We will be reviewing all of our programs, ensuring that we prioritize safety protocols when re-opening our programs and services.

We are pleased to share our confidence that the future of HSCA is in a much-better position than it was in early-to-mid 2020, and we would like to take this time to once-again thank all of the staff, our amazing volunteers, the Board of Directors, and our funders for their significant roles in helping to keep HSCA operating at reduced levels.

If you would like to become one of our stellar volunteers, or to join our Board of Directors and help make positive impacts to your family, friends and neighbours, you can do so by visiting our [HSCA Volunteer page](#).

Sincerely,

Ryan Morstad, Chair, HSCA Board of Directors

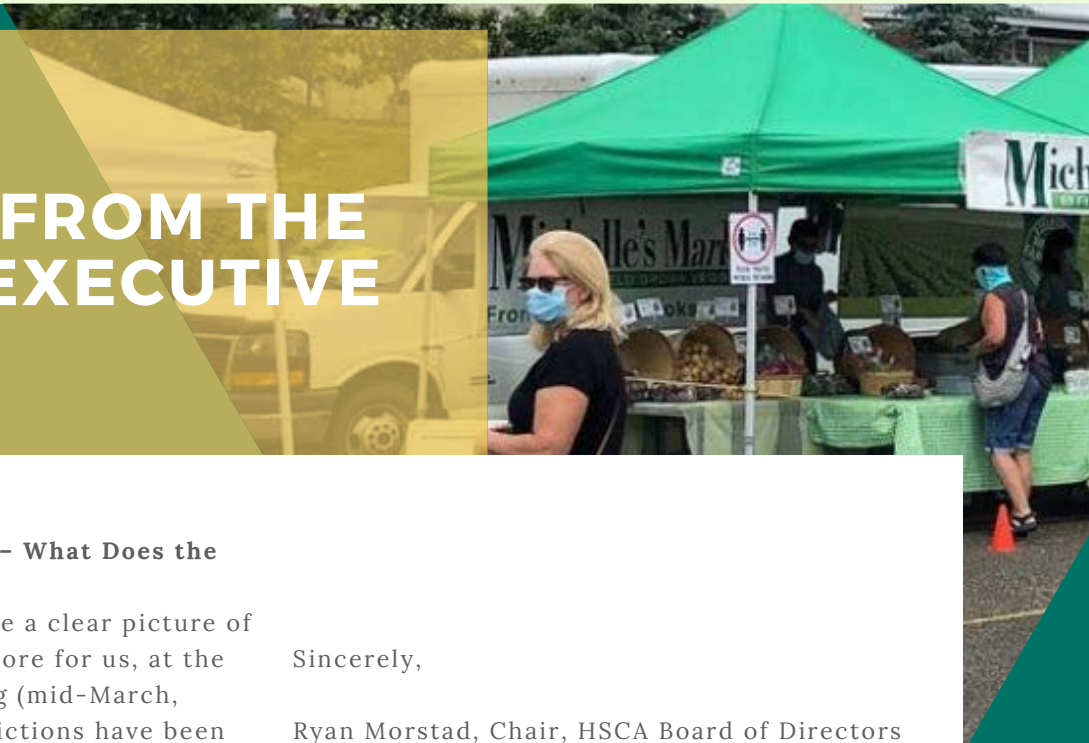


Matt Youens, Interim Executive Director



### 2020 Board of Directors

- Laila Adam (Secretary)
- Mary Marson-Troicuk (Vice-Chair)
- Yasmee Huq (Treasurer)
- Cynthia Mazereeuw
- David Brindle
- David Fanstone
- David Reese
- Kathleen Kenny
- Matt Crowley
- Ryan Morstad
- Sandra Walker
- Ximena Gonzalez
- Kristin Chow



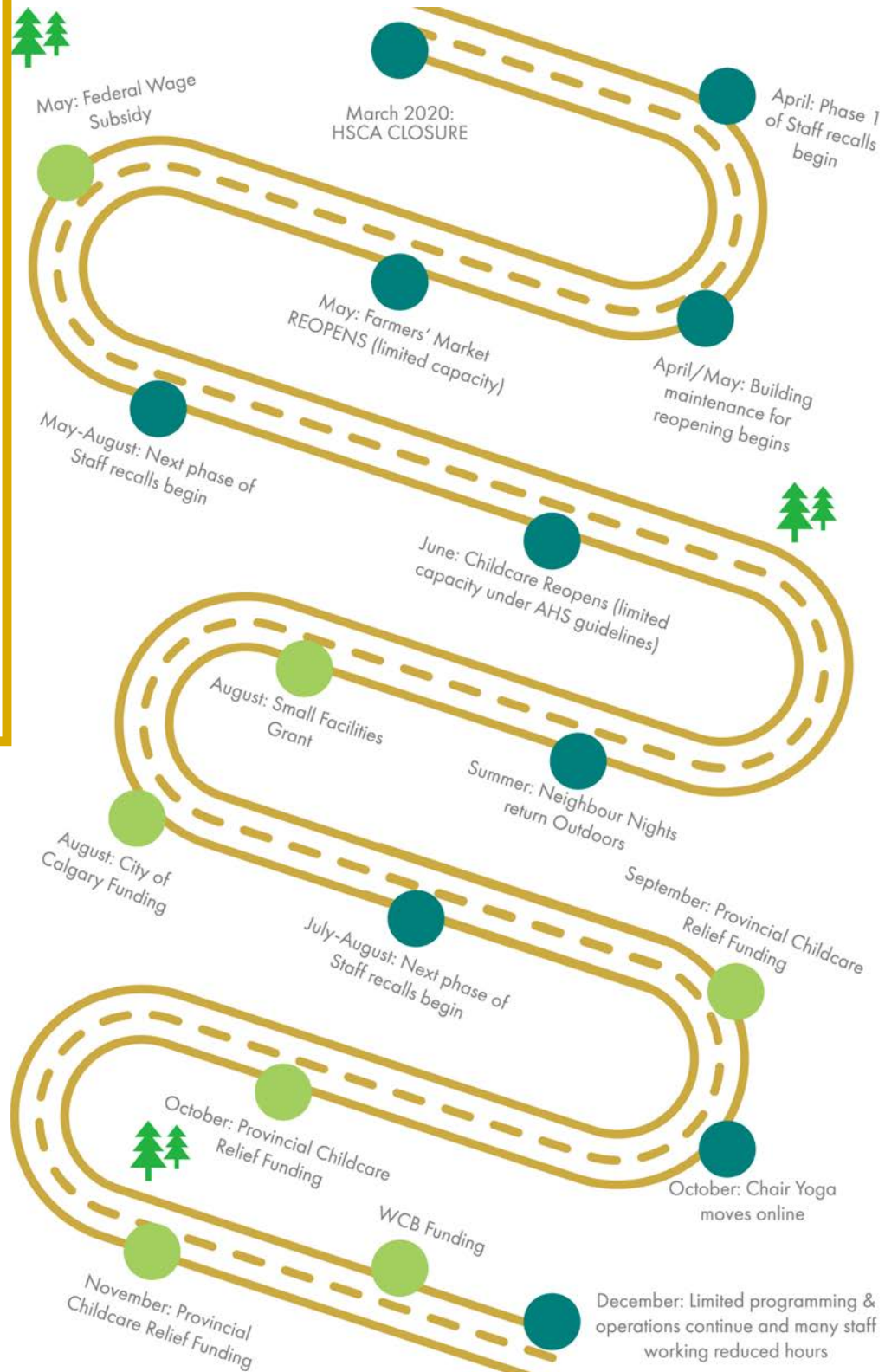


2020

# IMPACTS OF COVID-19

## A 2020 Road Map of HSCA

HSCA's operations and programming were greatly impacted by the COVID-19 pandemic. In 2020 we saw more demand for our services and programming while operating at a limited capacity. This road map captures the impacts and challenges and the 'twists and turns' of COVID-19 we faced at HSCA. Our commitment to preserving and enhancing the lives of our community members remains our top priority and we will continue to make every effort to provide a safe, supportive, and inclusive environment for all as we navigate and find new ways to connect, share, and build community.



2020

# CHILDCARE

*Daycare & OOSC*

In March 2020, the province mandated the closure of all childcare programs to help slow the spread of COVID-19. Our childcare staff workers were given notice of their temporary layoffs and worked tirelessly to deep clean every toy and surface at the centre. As part of Stage 2 in Alberta's Relaunch Strategy, HSCA's Childcare programs were permitted to reopen on June 9, 2020. In preparation for our reopening, our dedicated staff put together a comprehensive health and safety plan based on guidelines from Alberta Health Services (AHS). Our stringent HSCA Childcare Guidelines & Protocols took a preventative approach against COVID-19 to ensure the highest standards of hygiene and sanitation practices. The health, safety, and well-being of our children, staff, and families remain our top priority. Our childcare programs received COVID-19 financial support for reopening. Funds directly supported our enhanced cleaning procedures and safety measures (including an increase in staff hours, purchasing approved hand sanitizers, cleaning supplies, thermometers, and hiring additional facilities staff).

**95%**  
*of Daycare participants are residents of Hillhurst Sunnyside*

**100%**  
*of OOSC participants are residents of Hillhurst Sunnyside*



## COVID-19 FUNDING

- *Relief Funding*
- *Restart Program Funding*
- *Safe Restart Spaces*




### *Spotlight: Daycare Staff*

In December 2020, the HSCA Daycare closed two of our rooms due to a confirmed COVID-19 case. HSCA Daycare worked closely with our Child Care Health Officer and closed two of our Daycare rooms out of an abundance of caution. All daycare staff and children in both cohorts were required to quarantine. To support parents during quarantine, daycare staff created activity plans for families to participate in during the quarantine. These activity plans helped ensure children had the opportunity to engage in meaningful activities during the 2-week period.





2020

# COMMUNITY CONNECTIONS



**30**  
*Chair Yoga classes*

**49**  
*Neighbour Nights*

Upon our closure in March of last year, the importance of providing a space for support, connection, and relationship building came to the forefront in our community. Our Community Connections program aims to provide this space through our in-person programming (Neighbour Nights, Community Potlucks, Fresh Food Basket, and our Senior Connections) and we quickly pivoted to find an alternative. With HSCA's temporary staff layoffs, our dedicated Community Programs team worked around the clock to communicate available resources, services, and external support to our community members (including basic needs and services). Staff organized HSCA's first online Neighbour Night in March (via Discord) to ensure our residents were still connected with one another during HSCA's closure. These digital meetups acted as an important social connection tool and provided social affordances but also posed challenges and limitations. Many of our regular program participants did not have reliable internet access or the necessary digital literacy to participate and engage on these platforms. These online platforms do not allow for informal supports that occur during our in-person programming. >>

Our team worked to bridge this gap by transitioning our online meetups to outdoor, physically distanced Neighbour Nights in the summer months. Participants were required to follow our strict health and safety guidelines and we were able to host a range of community building activities. As temperatures cooled, we pivoted again and began offering weekly online programming, featuring movie nights, cooking classes, and interactive activities and crafts. In the Fall of 2020, our Chair Yoga program moved online. The program serves an average of 20 seniors a week and also provides a space for social connection by opening 30 minutes prior to class. This allows participants to connect with our Seniors Coordinator and others. Moving forward, HSCA remains committed to serving our community safely. With the challenges of COVID-19, we recognize that community connections are more important than ever. Along with our resiliency, our community has shown that we're willing to get creative, pivot, and come together in new ways and we remain hopeful that we will be able to relaunch some of our suspended programming.



## Senior Connections

In the days leading up to HSCA's closure, our team worked to connect seniors with volunteers in our community. Our team of amazing volunteers stepped in and stepped up to support their community. Here is the story of one senior's experience with an HSCA volunteer:

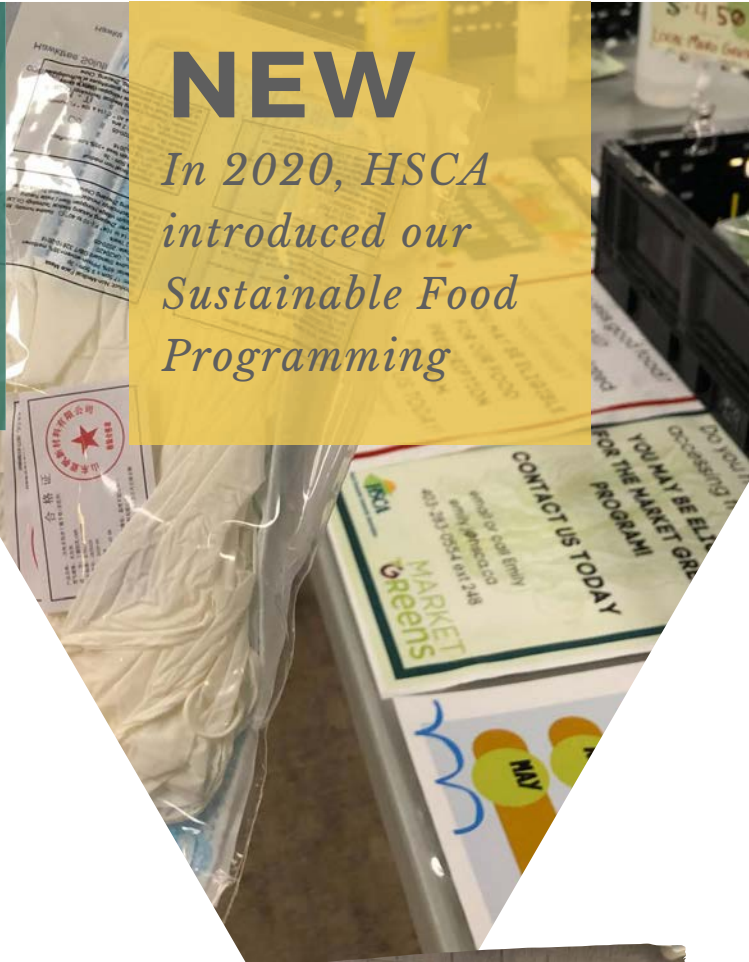
*" When we started our lockdown, something we, or I, never have experienced in my lifetime. Initially, I did not think it was necessary to get a volunteer to help me, as my daughter has always been there for me. However, as the lock down progressed, I realized that my daughter could not always be there to help me, as she lives in the deep south and I live in Hillhurst and she has her family to care for and a full-time job during these trying times.*

*The volunteer has been extremely helpful, checking up on me, picking up things that I need and helping me with my garden tasks, that I am gradually having difficulty with as I get older, and spending time visiting over the phone keeps me from being lonely. This support has been a very bright spot for me during this time. Many thanks for this brilliant suggestion!"*



2020

# FOOD PROGRAMMING



**NEW**  
*In 2020, HSCA introduced our Sustainable Food Programming*

In June 2020, we introduced HSCA's Sustainable Food Programming (SFP). In partnership with Fresh Routes and Market Greens, HSCA's Sustainable Food Program is a joint approach to ensure dependable access to affordable, good food for our community amongst growing demand; enhanced with community engagement and food literacy learnings. We hosted our first SFP outdoors for as long as the weather permitted (in accordance with strict COVID-19 protocols) and continued to serve our community indoors during the colder months. When we moved our programming into the Hearth Room, we remained committed to the health and wellness of our community with our safety protocols and going above beyond by ensuring the space was below 15% capacity and aiming to move all participants through the space within a 15-minute window. Our SFP also served as an important pick-up and connection point for Neighbour Night participants. Community members were able to pick-up activity or meal kits at our SFP for the following Thursday Neighbour Night online, made possible through our Food Literacy Funding.



## Community Gardens

In Spring of 2020, HSCA's Community Gardens program remained uncertain for the season. Our committed volunteers decided to rise to the challenge and created protocols to ensure a safe and healthy gardening environment. While providing community members with access to fresh food continues to be an important focus, the gardens also provided a safe space for community building and support during a time of crisis.

In early September, the Hillhurst Sunnyside Gardens community hosted an outdoor gathering to celebrate their hops harvest as part of the Village Brewery Community Gardener Ale project. This project brings together local growers and brewers and the Hillhurst Sunnyside Community Garden team in an effort "to make a true community involved ale" (Village Brewery, 2020).





2020

# FARMERS' MARKET



In May 2020, the HSCA Farmers' Market was approved to open outdoors at a limited capacity. Our Farmers' Market team worked hard to establish COVID-19 protocols. We saw incredible dedication, support, and cooperation from our team, vendors, and customers this year as we navigated through our new normal. Even with our Market operating at ~50% vendor capacity, we saw huge growth in support for local food. And although our Farmers' Market looked different in 2020, we remained committed to providing a good food community by offering high-quality, local foods and goods to support our vendors. We recognized the social importance of farmers' markets and encouraged our community to check in with vendors during Market and engage with us on Facebook and Instagram.

In the Fall of 2020, our Annual Harvest Fair went virtual in 2020 with our #ShowYourGrow campaign and were delighted to showcase photos of your harvest entries to keep the community spirit alive!

This year we launched our very first 'Sunnygirl's Field Notes' project. This project aims to educate consumers by showcasing their growers, giving consumers the opportunity to get the story behind their food and further breaking down the urban rural divide. Read more about the project below!

*"Thank you for the hard work you have consistently put in this year to allow the farmers' market to continue through COVID. I know it must not be easy keeping people safe and advocating for bylaws to be followed. I just wanted to let you know that despite all of the anxiety about crowds and distancing, I always feel safe at the market. All of you deserve so much credit for making that happen in our community" - Laurel F.*



## Sunnygirl's Field Notes

In the Spring of 2020, HSCA launched the 'Sunnygirl's Field Notes' project, in partnership with Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership. Sunnygirl is the Alberta Approved Farmers' Markets official logo and represents Markets that have received a special designation in Alberta. The 'Sunnygirl Field Notes' project was an engaging way to share vendor stories while providing contextual information and agricultural myth-busters to enhance our community's knowledge of food systems and help you get to know your growers. The 'Sunnygirl's Field Notes' project will continue in 2021 so stay tuned on our website and social media!

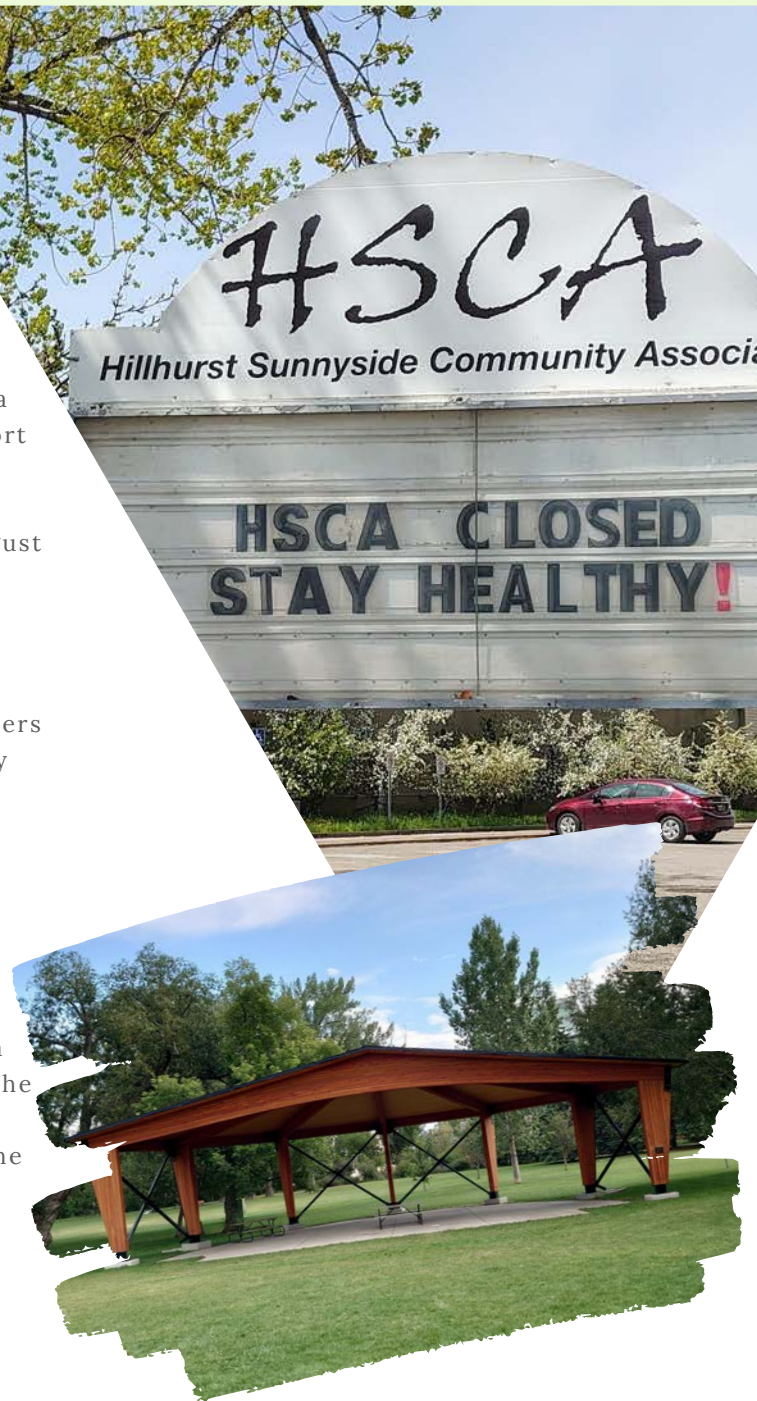


2020

# COMMUNITY PLANNING

HSCA held its last planning committee meeting on March 10, 2020 before our closure. Staff hours were cut drastically at a time when volunteer resources were not there to help support the work of the planning committee and other advocacy groups. We were left without an executive committee in the early days of the pandemic, which was formalized at the August HSCA AGM with the departure of the HSPC Chair and Vice-Chair (also serving as Board of Directors).

During the shutdown, select community volunteers were provided the means to receive applications and communication. Guidelines were created to provide volunteers with process instructions for the change of hands as primary liaison with the City. Development applicants and City of Calgary were contacted and provided planning committee volunteer contacts. Despite the shutdown, demands on the community association continued. Unfortunately, the City is set up for information to filter through one contact. Volunteers were uncomfortable with becoming the single contact for HSCA and preferred to receive applications as a team. As a result, our Community Planning Coordinator, Lisa C., volunteered with the help of volunteer, Mark B. to help the planning committee going through HSCA's shutdown. During the summer months, the HSPC met outdoors under the beautiful new band shelter at Riley Park. Participants marvelled at the aesthetics and function of the bandstand, which served well as an outdoor meeting space. Our first virtual meeting in September was a hit and we hosted ~30 community members via Microsoft Teams.



## *Volunteer Spotlight*

Mark B. and Lorna C. continued to help keep the planning committee afloat during these challenging times. As one we are one of the busiest development-active communities in the entire city, their commitment was instrumental.

Mark was our superstar during our three-month absence and helped make sure that neighbours were continuing to get notifications on developments that would affect their homes/properties, flyering and organizing HSCA feedback to the City and advocating for designs that are more sensitive for neighbours.

Lorna lent her exceptional organizational skills to us in helping with decision-making, working on heritage initiatives, supporting our work on Heritage Week and chairing our December planning committee in the absence of an HSPC Executive Committee.



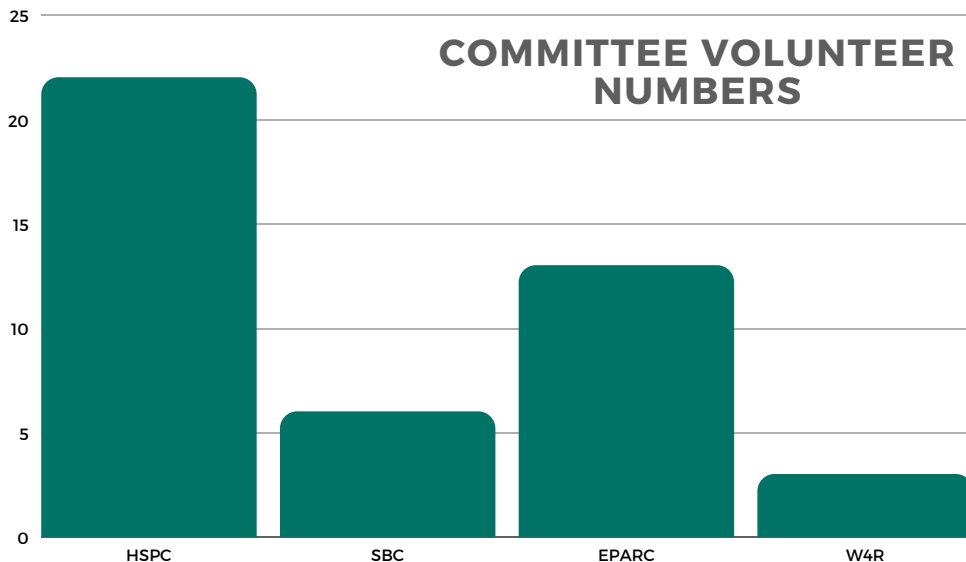
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# COMMUNITY PLANNING

As a result of significant community advocacy and time invested in engaging and working with City of Calgary Water Resources, City Council approved a higher 1:100 year flood barrier for Sunnyside in Spring 2020 – a huge win to protect the community from flooding! Province of Alberta announces that the long-controversial upstream flood mitigation project through the Springbank Dam project is approved. The berm, in conjunction with the upstream reservoir, will decrease risk of the 2013-level flood risk for Hillhurst Sunnyside!

## NEW

The Sunnyside Brightening Committee (SBC) was launched to improve the Bow River Pathway, our interaction with the Bow River and create art projects throughout our community.



HSPC- Hillhurst Sunnyside Planning Committee  
 SBC- Sunnyside Brightening Committee  
 EPARC- Emergency Planning & Response Committee  
 W4R- Water for Riley



## HSCA Heritage Week

During the summer, HSCA staff and volunteers met with community members to start to tell the story of the neighbourhood: 7 days, 7 stories. Inspired by Jane's Walk and the yearly Historic Calgary events organized by Chinook Country Historical Society, a social media campaign was organized for the week between July 20 to August 9, 2020. The campaign showcased the diverse stories and heritage within Hillhurst Sunnyside.



2020

# COMMUNITY ENGAGEMENT

## NEW

- *HSCA'S #Heritage Week*
- *W4R Completed*

### Water for Riley (W4R)

A celebration for Water for Riley was originally scheduled for the Spring/Summer but was unfortunately cancelled due to covid. The water fountains remain closed to the public to prevent virus transmission. The Riley Park playground and all playgrounds were closed to the public at the start of the pandemic. W4R faced many hurdles. The project was the culmination of 5 years of work to fundraise and construct accessible water fountains in Riley Park. W4R received a grant from TD Parks and People to complete two covid-safe events, but were waylaid due to volunteer limitations, organizational capacity, and weather (yoga in the park was cancelled due to thunderstorms). The group pivoted and partnered with the HSCA Membership Task Force, the Kensington BRZ, Downtown Markets, and local Kensington businesses to celebrate the community. The money raised went towards prize money for HSCA membership holders and gift drink cards to be used at a local coffee shop. Further, a local band was hired using the remainder of the funds to enliven the outdoor Kensington Market.



## HSCA'S 2020 AGM

We dedicated the 2020 AGM to Doreen Orman, who passed away earlier that year. Doreen was a community member who dedicated her life to volunteering and service of community. We were joined by Doreen's children, Maureen & Rick to celebrate Doreen's memory and legacy to HSCA at the very spot she was presented with HSCA's Volunteer Service Award in 2017!





*Cont'd*

# COMMUNITY ENGAGEMENT

**IN 2020**

## Skillz 'N Stuff

Before HSCA's closure, we hosted our first ever Skillz 'N Stuff event. This event was intended to run every three months as a way to bring our community together through exciting activities and initiatives important to Hillhurst Sunnyside residents. We kicked off our first Skillz 'N Stuff event with a Zero Waste Night and hosted over 90 community members. The evening featured a FREE pop-up refillery and information sessions by the City of Calgary & BluPlanet Recycling. Two of our Membership Partners had booths set up (Sunnyside Natural Market & Canary Goods), promoting zero waste options and tips. This event showcased inclusive community building and was made possible through the passion and collaboration among our volunteers (big shout out to our awesome volunteer Jocelyn K. for offering her expertise at this event!), staff, and community! Although this would be the first and last Skillz 'N Stuff event in 2020, we're confident our community will come together in new and creative ways in 2021!

- *We welcomed 5 new Membership Partners*
- *We gained +350 Facebook followers*
- *We gained +420 Instagram followers*
- *We started a Hillhurst Sunnyside YouTube Channel*
- *We launched our #KickOutCovid Campaign*
- *We launched #HSCAHeritageWeek*
- *We launched our #MembershipMonday Campaign*



## *Thank you to our 2020 Membership Partners!*

- Sunnyside Natural Market
- Vine Styles Kensington
- Flippn' Burgers
- Marathon Ethiopian Restaurant
- Hotel Arts Kensington
- Oxbow
- Kensington Auto Pro
- Framed on Fifth
- Rejuve your Body
- Beagle 14 (formerly the Regal Beagle)
- The Mat's Diner Family Restaurant
- MYo Lab Sports Therapy + Personal Training
- Pho HouZ Vietnamese
- Tania MediSpa
- Dignity Memorial Funeral Services
- Cadence Chiropractic, Sport and Health
- Macleod Optometry and Tamas Eyecare
- SunnyCider
- Canary Refillery & Zero Waste Market
- Wheels Training Centre
- Good Trade Coffee Company
- Free House YYC
- PB and J YYC
- Gummi Boutique
- D'Orient Spa
- Indie counterculture

2020

# FACILITIES, OPERATIONS & RENTALS

On March 17, 2020, HSCA was mandated to close our building until further notice. On March 24, HSCA facility staff did final preparations for the building's indefinite shutdown. All facility staff were laid off; building keys were collected and everything was shut off except for minimal heating, lighting, and security systems as required by our insurance carrier. With the closure of our facility, HSCA lost significant revenue through our hall and gym rentals and, as a result, our team has experienced temporary and permanent layoffs.

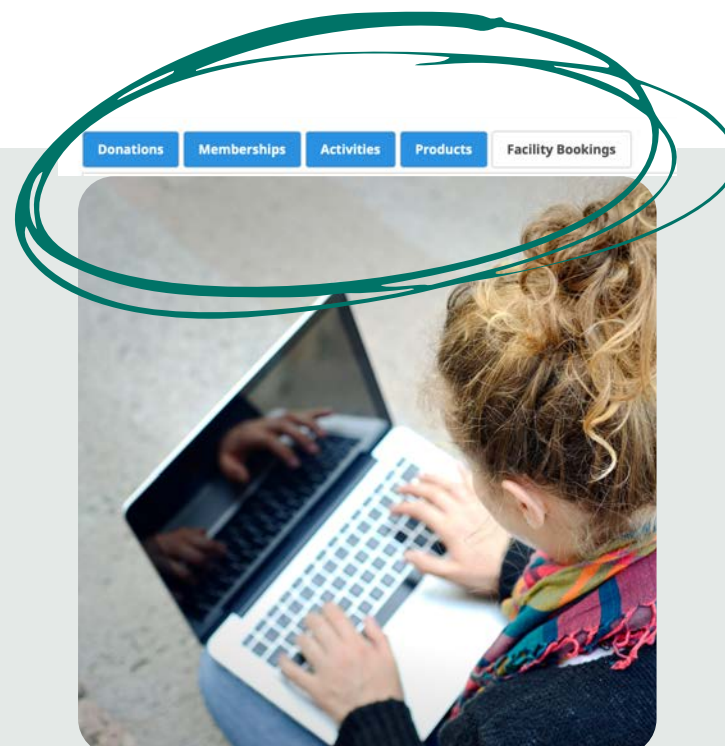
The work and effort of our facilities staff has been crucial in our reopening. The team implemented rigorous and strict cleaning procedures to support our operations and programming with reduced staff and hours. As we move closer to resuming our regular operations, the need for more facilities staff remains imperative in supporting our programming.

*In 2020, HSCA cancelled a total of 23 large Markets or Shows due to the pandemic. During this time, HSCA lost 3 long term rental contracts.*



## *New CRM System*

In January 2020, HSCA migrated to a new Customer Relationship Management (CRM) system, Amilia. This system allowed us to expand HSCA's online services and played an important role during our closure and reduced operations. Memberships, rentals, tennis registration, parking passes, and the Good Food Box program were all made available through our Amilia store. We will continue to expand our online services in the coming year.



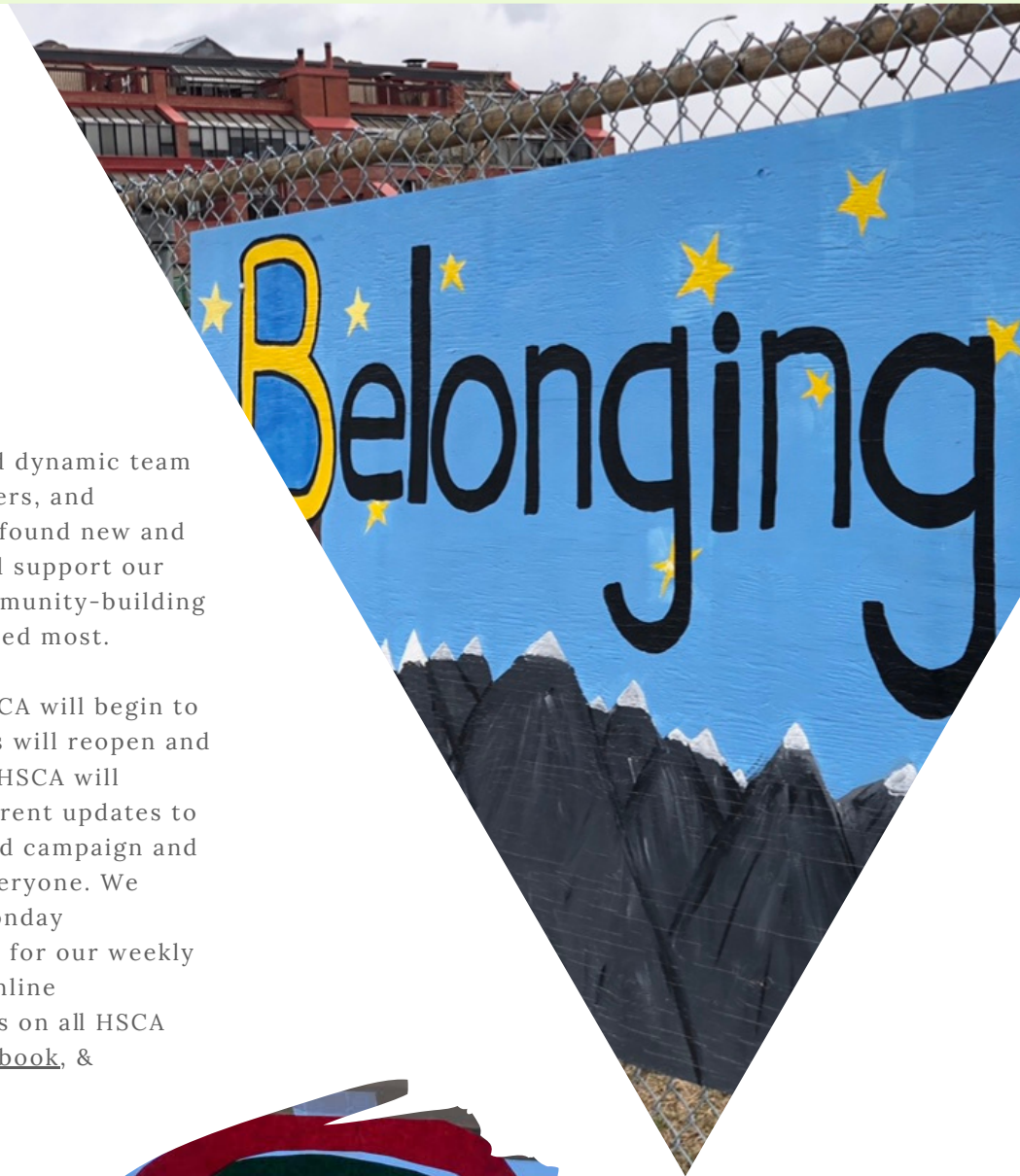
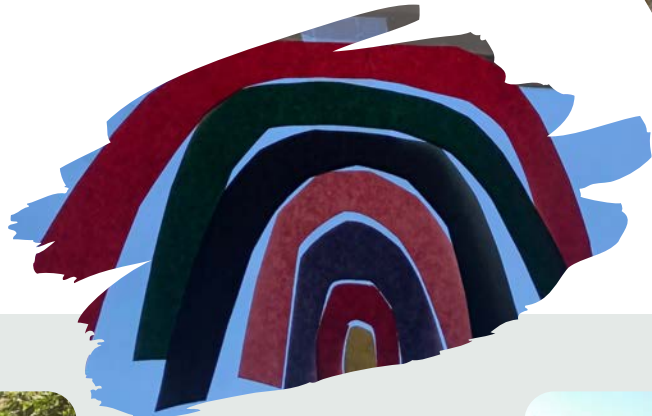


2020

# LOOKING AHEAD

HSCA is made up of an enthusiastic and dynamic team of staff, volunteers, Membership Partners, and community members. During 2020, we found new and creative ways to engage, celebrate, and support our community. We saw solidarity and community-building in many forms at a time when it mattered most.

Moving forward, we're hopeful that HSCA will begin to operate at our regular capacity; rentals will reopen and all staff will return to full-time hours. HSCA will continue to provide timely and transparent updates to our community with our #KickOutCovid campaign and ensure that HSCA is a safe place for everyone. We encourage you to participate in our Monday Sustainable Food Programming, stop in for our weekly Farmers' Market, attend some of our online programming, and engage and follow us on all HSCA social media channels ([Instagram](#), [Facebook](#), & [YouTube](#)).

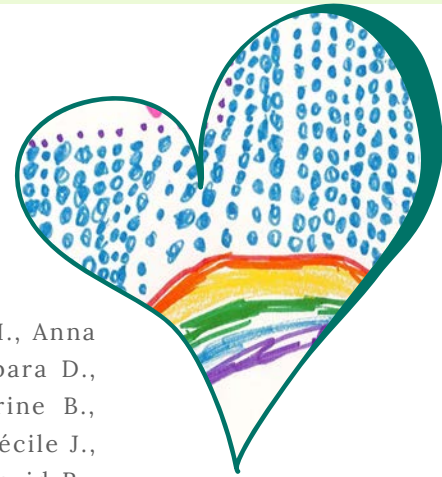


2020

# THANK YOU

## Volunteers

Abir B., Adrian C., Alistair M., Andrea P., Andrea C., Andrew J., Andrew G., Andrew H., Anna W., Armi D., Arturo L., Athena-Rose T., Audrey M., Aureole Maria J., Barb F., Barbara D., Ben V., Benjamin A., Bob C., Brian B., Brian D., Carolyn O., Cathal M., Catherine B., Catherine M., Chantel T., Charlie L., Cheryl S., Christine S., Chids N., Christine N., Cécile J., Christie P., Chuck C., Cora T., Cynthia M., Daria M., David A., David B., David F., David R., Deborah S., Decker B., Diane S., Egi V., Elena K., Eliot T., Elsa N., Emma S., Eugene S., Francesca D., Gerald W., Glenn W., Hayley R., Hans V., Hannah L., Ivy P., Jan O., Jane E., Jim H., Jo H., John M., Joyce D., Jocelyn K., Juan C., Kai V., Karen R., Kathleen K., Katie F., Kerri T., Krista K., Kristin C., Kulamrit B., Kye O., Lalila A., Leizel C., Logan E., Lorna C., Mackenzie W., Maddie S., Manny L., Mark B., Mary M., Matt C., Matthew K., Max W., Michaela O., Molli B., Myrah F., Nikki M., Nitish K., Noel K., Norman H., Norman S., Olivia G., Oluwakayode O., Pamela R., Pat J., Patti D., Patti F., Pavle D., Peggi M., Peter B., Preston W., Quinn B., Rachelle D., Reg J., Robert M., Ronald Y., Richard B., Richelle T., Ron F., Ryan M., Sam K., Sammy E., Sandra W., Sarah J., Shiri P., Sima C., Stephani C., Susan H., Syeda M., Tam N., Tara K., TaraLynn B., Tasveeb H., Teresa T., Tom B., Tom D., Tony W., Victor S., Wai S., Ximena G., Yasmeen H.,



## Staff

Albert T., Allison H., Amy K., Arvy P., Bianca Z., Bilikis O, Carmela K., Carsan B., Clayton A., Daisy O., David N., Dave B., Debbie O., Dickey G.C., Emily J., Esther B., Genevieve F., Hayley R., Heather R., James S., Jojo J., Julio R., Karl K., Kate S., Kristina K., Lisa C., Mariana P., Marietta Q., Marla C., Matt Y., Myrah F., Nhi L., Razia M.S., Rene R., Riley M., Robert C., Sarah H., Shannon M., Shaye R., Sonia S., Sophie B., Stephanie C., Taiya D., Vesna B., Vilma G.



## Funders

- Calgary Foundation
  - Pandemic Recovery Program
  - Pitch Night
- City of Calgary
  - COVID Relief Funding
  - Capital Conservation Grant
- Community Food Centres Canada
  - Market Greens
- Government of Alberta
  - COVID Children’s Service Relief
  - Small and Medium Enterprise Grant
  - Public Agricultural Literacy Program
  - Community Facility Enhancement Program
- Government of Alberta & City of Calgary
  - Family and Community Support Services
- Government of Canada
  - Canada Emergency Wage Subsidy
- Private Donors
- Spray Group
- Workers’ Compensation Board