



From the Desk of the Executive Director.

As we gear up towards year end, I would like to thank all of our members, volunteers and supporters for helping to contribute to another successful year for the Old Strathcona Foundation. I extend a very special thank you to United Cycle for their support of the OSF through their recognition of our contributions to this area in the Community Meeting Room at their new location as well as for the generous donation of "Joe" the Buffalo who used to stand proudly on the corner of their lot. He is now a part of the Queen Alexandra History Centre on the third floor of the school and is very popular with the kids!

This has been an exciting period for the Old Strathcona Foundation. The Board of Directors have concentrated on creating a solid strategic plan over the past several months and we feel that we are building momentum for both our organization and for the recognition of heritage and history as key elements in the makeup of our unique community.

The Varscona Water Tower Mural is nearly complete and the banners celebrating the Provincial Heritage Area designation will be up in the spring of next year. We have begun Phase II of the Heritage Inventory which will encompass the area north of Whyte Avenue from the ravine to the Garneau area. We have continued to build relationships with Heritage professionals from across the country through attendance at the Heritage Canada Foundation Conference in Toronto and at the Municipal Heritage Partnership Program Forum in Edmonton. I am also pleased to announce that our Board President, Henry Maisonneuve, has been elected to the Board of Governors of the Heritage Canada Foundation and will be representing Alberta in that position over the next three years.

As you read through our newsletter, I would like to make a special note of two key events; our Annual General Meeting on November 18th and our Casino fundraiser on January 11th and 12th. We hope to see you!

Sincerely,

Karen Tabor
Executive Director
Old Strathcona Foundation

2009 Board of Directors

Henry Maisonneuve -President
Tim Nolt - Vice President
Louise Bentley
Michael Brechtel
Bob Caldwell
Mark Diner
Carrie Holstead
Wayne Moen
Mandy Radford

Casino Volunteers Needed

The Old Strathcona Foundation will be holding our next Casino on January 11th and 12th, 2010 at the Palace Casino at West Edmonton Mall. Casinos are a major source of funding for the OSF and we require volunteers to run them.

Positions and times are as follows:

General Manager	10:30 am - 7:00 pm
Banker	10:30 am - 7:00 pm
Cashier	11:30 am - 7:30 pm
Cashier	11:30 am - 7:30 pm
Chip Runner	11:30 am - 7:00 pm
Chip Runner	11:30 am - 7:00 pm

Alternate Gen. Manager	7:00 pm - 3:30 am
Banker	6:30 pm - 3:00 am
Cashier	7:00 pm - 2:30 am
Cashier	7:00 pm - 2:30 am
Chip Runner	7:00 pm - 2:15 am
Chip Runner	7:00 pm - 2:15 am

Count Room Supervisor	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am
Count Room	9:45 pm - 3:30 am

Meals are provided for each shift.

Volunteers can work more than one shift but must fill the same position for each shift.

Please contact Karen at 780-433-5866 or info@oldstrathconafoundation.ca if you are able to volunteer or if you have any questions.

Annual General Meeting

Please join us on
Wednesday, November 18th
6:30 - 8:30 pm
Amber's Brewing Company
9926-78 Avenue

President's Report
Auditor's Report
Election of Directors
Volunteer Appreciation

All members are entitled to vote
Memberships will be available prior to meeting.

We appreciate your memberships and donations; please continue your support by attending our meeting.

Following the meeting all members are invited to join in a tour of Amber's Brewing Company and enjoy our volunteer appreciation reception.

Please RSVP to 780.433.5866 as refreshments will be served.

A detailed agenda can be viewed at www.oldstrathconafoundation.ca next week.



There are vacancies on the Board of Directors.

Would you consider sitting on the Board of Directors?

Do you know anyone who would be interested in becoming a Board Member?

Please contact the Old Strathcona Foundation Office at 780.433.5866



Heritage in Action

Save the date and pass the word!

Join us for the Edmonton
Heritage Council Founding Meeting...

Thursday, November 19th, 7:30 pm at Edmonton's historic
Hotel Macdonald (10065 - 100th Street)

All individuals and organizations that support and value
heritage in the Edmonton region are invited to attend, to
become founding members and to participate in the work
of the Council.

The Edmonton Heritage Council will

- * provide a forum for analyzing and discussing heritage
issues
- * advocate for a vibrant heritage community and related
programs
- * unify Edmonton's heritage community and give it a voice

For further information:

David Ridley
Program Manager
Edmonton Heritage Council
dridley@edmontonheritage.ca
tel: 780 429-0166, ext. 232

Neighbourhood Engagement People Are the Answer!

Community evening sessions with Jim Diers

EAST Community Evening
Tuesday, November 17, 5 - 9 pm
Santa Maria Goretti Centre (11505 - 90 Street)
RSVP 780.442.4972

WEST Community Evening
Wednesday, November 18, 5 - 9 pm
Mayfield Inn and Suites (16615 - 109 Avenue)
RSVP 780.442.4974 or kimi.adamson@edmonton.ca

SOUTH Community Evening
Thursday, November 19, 5 - 9 pm
Palace Banquet Hall (3223 Parsons Road)
RSVP 780.442.4847 or NESSouthevening@edmonton.ca

RSVP by November 12. Register for the meeting closest to
you. A light supper will be served at no charge. Parking is
available.

Jim Diers is the leading expert in community engagement
and former Director of the City of Seattle's Department of
Neighbourhoods for 20 Years. He is coming to help the City
of Edmonton develop and implement its Neighbourhood
Engagement Strategy.

thank you from... **THE OLD STRATHCONA
FOUNDATION**

The Old Strathcona Foundation is a proud recipient of a **Community Spirit Grant**. The Community Spirit Program is an initiative of the Alberta Government to help increase individual charitable giving which helps support non-profit and charitable organizations. The program is donor-driven as it is a matching grant and is based on the amount of individual donations received by a non-profit organization. This means the more donations received by the Old Strathcona Foundation the more money we can receive through this program. We would like to thank not only the Community Spirit program but all those to donated to the Foundation. For more information on the Community Spirit Program please visit <http://culture.alberta.ca/communityspirit/faqs.aspx>.

The Realtor community investment programs supports human services, the arts, culture, national heritage and volunteers at community events including the Silly Summer Parade and the Whyte Avenue Artwalk. The Old Strathcona Foundation has been a recipient of the generosity of the Edmonton Association of Realtors for a number of years and all we can say is

HATS Off to You!

Strengthening Old Strathcona



Strathcona Historical Group ~ Had Major Role in Community Plan

(Most of the following information is taken directly from newsprint versions of *Strathcona - The Asset of Heritage: A Plan for the Future*, published by the Strathcona Historical Group.)

It seemed like a good idea at the time and it was.

“In 1966 the Edmonton Historical Board, an advisory group to the Historical Development and Archives Branch of the Parks and Recreation Department of the city, proposed that the group of buildings on Whyte Avenue between 103 and 104 Streets be made into a “turn-of-the-century” outdoor museum to be known as “Strathcona Village.” The necessary money was not available, and the idea did not reach fruition.

“In 1971, the Inner South Edmonton Charrette was sponsored by the City and the University of Alberta Department of Extension. It gave residents of the area a chance to say what they thought about what was happening to their part of the city and to make suggestions. The Strathcona Village idea was brought up, and the charrette participants criticized it as being too limited in scope. They felt that an outdoor museum would probably increase the already serious traffic and parking problems in Strathcona, and would not contribute to the quality of life.”

“However, a common concern was apparent and, early in 1972, the Public Affairs Committee of the City Council, representatives of the Historical Board, members of the South Edmonton Business Association, participants in the charrette, and other interested citizens met . . . [and] discussed the problem of keeping Strathcona alive. A steering committee . . . was appointed to write a proposal for a project to develop plans and make recommendations for the preservation and rejuvenation of Strathcona. The proposal was presented to the City Council, and in July of 1972 the Strathcona Historical Group was formed, with an operating grant of \$12,500.”

The objectives of the SHG were:

- (1) to develop plans and policies that would encourage the rejuvenation and preservation of Old Strathcona, and
- (2) to provide an opportunity for people living in Strathcona to influence the decisions that affect their neighborhood, and to make sure that future developments will serve the needs of their community while serving the needs of the city as a whole.

Not surprisingly, there was significant support from the community almost immediately.

The Imperial Bank of Commerce at 10318 Whyte Avenue provided an office on its second floor, Prudham's Building Supplies furnished the office, and Thorkelsson/Architects made the necessary equipment available. A meeting place was needed, and Strathcona Place and the Strathcona Baptist Church were both made available for evening meetings. A full-time coordinator [Larrie Taylor] was hired.

“With an office, a meeting place, and a coordinator, the Strathcona Historical Group needed members. Initially, the Group consisted of the people who had been involved in the preliminary meetings and in writing the proposal . . . Announcements of meetings were placed in the Edmonton Journal, and people were personally invited to join. Membership grew to about 90 persons, whose involvement ranged from attending a few meetings to actively participating in the work of the Group.”

“The area considered by the Historical Group was set according to the boundaries of the town of Strathcona when it was incorporated in 1899: University Avenue on the south, 109 Street on the west, the river on the north, and Mill Creek on the east (though it was 97 Street that actually formed the boundary of the town on that side)”

“At the time the Group began its work, it seemed that the individual character of the former City of Strathcona, which had survived almost unaltered for more than half a century after the amalgamation with Edmonton in 1912, was about to disappear. Shopping habits and merchandising methods were changing, and this was affecting the original shopping area on Whyte Avenue between 103 and 105 Streets. The heavy traffic along Whyte Avenue and the shortage of parking space were contributing to the decline of Strathcona as a place to go.”

“The centre of Strathcona was menaced by City transportation plans. The southern approaches proposed for the new 105 Street Bridge [now known as the Walterdale Bridge] posed a particular threat. There were to be three of them, following the present alignments of 103, 104 and 105 Streets south of 83 Avenue. North of that avenue they were to be braided together in a wasteland of cuts and overpasses. The devastation in this area alone would have involved the destruction of somewhere between 50 and 60 residences.”

Concerns were expressed about what would happen to northbound traffic once it crossed the river, where roadway capacity did not match what was proposed for the approaches on the south side.



"In addition to the deliberate destruction to accommodate expressways, the residential character of the neighborhood was threatened by a rash of walk-ups and high-rises. Along Whyte Avenue many of the commercial buildings were deteriorating, either because the owners could not demand sufficient rent to pay for their upkeep, or because they would not sink money into buildings which might soon be demolished. Lastly, old public buildings such as the old No. 6 Fire Hall on 83 Avenue and the old Connaught Armoury on 85 Avenue were scheduled for demolition by the City."

The Group undertook extensive research (archival photos and newspapers, interviews with long-time residents or shop owners, historical or architectural significance of buildings, factors contributing to change in the area, reports from similar projects in Canada and the US, and consultations on what people wanted to see happen in Strathcona). Under the leadership of the coordinator, "the Group was able to prepare a proposal called 'STRATHCONA/The Asset of Heritage: A Plan for the Future.' This proposal was presented to City Council in June 1973."

"The proposal which the Group made to the City . . . outlined policies which would halt the deliberate destruction and reverse the processes of decay. Old Strathcona would become a neighborhood where the past would be an asset; it would provide an alternative for those people who are tired of look-alike housing developments and high-rise apartment buildings. It would be a place to live, and a place to visit."

In November 1973, City Council gave approval in principal to the [June] proposal.

The Group had recognized that volunteers could not implement the vision and had recommended that some sort of development corporation be established to guide the next phase. About the same time, the federal government had established the national heritage trust, Heritage Canada. While Heritage Canada was interested in selecting Old Strathcona as its first area conservation project, neither side saw it as a perfect fit. This led to the Strathcona Historical Group developing in early 1974 a revised proposal that included a "Foundation reporting to the City . . . [to, among other things] exercise regulatory supervision in the conservation area within a framework of the general protective legislation already provided by the Province, and a special District By-law to be established by the City."

Ultimately, the Old Strathcona Foundation was established and the Strathcona Historical Group disbanded.

This article was summarized for our newsletter by longtime member Marcy Dibbs. Thank you Marcy!

A Taste of Old Strathcona

The 4th annual A Taste of Old Strathcona raised over \$7000.00.

The Old Strathcona Foundation would like to thank all businesses and individuals who donated to the Auction. The items were outstanding and helped fuel the bidding fever.

This event would also not have been possible without the volunteers who gave of their time; you are the most important element to this evening.

We would also like to thank Amber's Brewing Company, Flirt Cupcakes, Funky Pickle Pizza, Hudsons Taphouse on Whyte and New Asian Village for providing the food and beverages for the evening.

We hope to see everyone again next September.



It is with great sadness we announce the passing of Cameron Malcolm, a friend and true champion of heritage. Cameron passed away on September 9 after a courageous battle with cancer. His passion for all things historic will truly be missed.

The Edmonton and District Historic Society are accepting donations in memory of Cameron. All donations will go to the Queen Alexandra History Centre, yet one more project which was touched by this great man. For more information please contact the EDHS at (780) 439-2797

Strengthening Old Strathcona





2010 Membership

Reasons to say YES

Answer the S.O.S. To Strengthen Old Strathcona!

Be an Effective Voice that Counts in Old Strathcona

Help to Preserve and Protect the Old Strathcona Area

Have a Voice in Policy

Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Res Phone: _____ Bus Phone: _____ Fax: _____

Email: _____

New Member: _____ Referred by: _____

Renewal Member: _____ I would like to receive the newsletter via email

Please Check Your Choice
____ Individual Member \$20
____ Senior Member \$18
____ Business Member \$50

Please Check Your Age Group
____ under 18 ____ 35 - 44 ____ 65 - 74
____ 18 - 24 ____ 44 - 54 ____ 75 - 85
____ 25 -34 ____ 55 - 64 ____ 86+

Donation Amount: \$ _____

Volunteers are very important to the Old Strathcona Foundation!

____ I would like to volunteer some time to the Old Strathcona Foundation

Charitable donation receipts are issued for donations of \$20.00 or more.
No receipts are issued for memberships.

The Old Strathcona Foundation collects your personal information in order to process your membership and/or donation and to provide you with additional information about other OSF events. If you do not wish to receive additional OSF information, please call us at 780.433.5866 to have your name removed from the mailing list.

All memberships expire annually on December 31

Contact the Old Strathcona Foundation at:

3rd Floor, 7730 - 106 Street , Edmonton, AB T6E 4W3 (Queen Alexandra School)

Phone: 780.433.5866 Fax: 780.431.1938

Email: info@oldstrathconafoundation.ca

www.oldstrathconafoundation.ca

Or visit our booth at the Old Strathcona Farmers' Market on Saturday (aisle 4)

For Office Use Only:
Amount paid: _____ Method: ____ VISA ____ Cash ____ Cheque
Chq/Visa #: _____ Exp Date: _____ Date Entered: _____
Receipt #: _____