



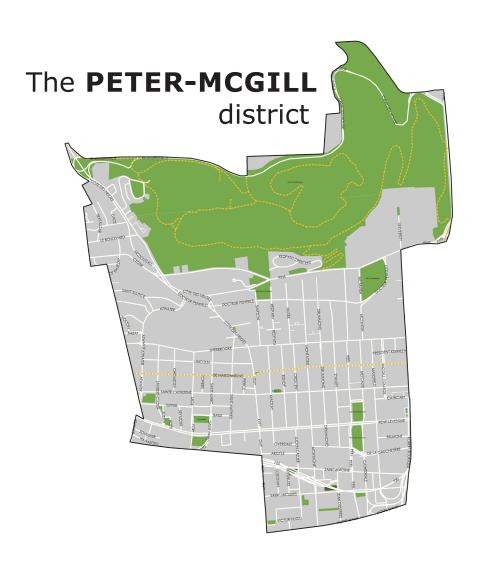
Annual Report 2017-2018





TABLE OF CONTENTS

MESSAGE FROM THE PRESIDENT	4
DIRECTOR'S MESSAGE	4
ABOUT THE COUNCIL	5
Mission	5
Members	5
Board of Directors	5
Employees	
2017-2018 ACTIVITY REPORT	6
Highlights	6
Public events	
Annual Committee report	
Meetings & Partnerships	11
CONCLUSION	12
ACKNOWLEDGMENTS	12



MESSAGE FROM THE PRESIDENT

Dear members,

The year 2017-2018 will have been, once again, a very busy year for the Peter-McGill Community Council! Whether in organizing a candidates' debate in the last municipal election, in multiplying our efforts towards elementary schools, or in approaching the Sulpicians' community, the Council positioned itself more and more as a key player and a strong interlocutor, bringing the voices of residents and neighbourhood groups to the ears of decision-makers.

2017-2018 was also the year we reviewed our strategic plan and it is in that context that the Council held a day of reflection on May 26th. The results of those rich discussions will not only guide our future actions, but also help promote and increase the civic involvement of all Peter-McGill stakeholders. This past year also saw many work committees emerge and develop – the seniors, immigration and food security committees – further facilitating the development of relevant responses to the neighbourhood's needs.

I wish to thank the Council's team for the colossal work they have accomplished, as well as the Board of Directors for their sustained engagement. Finally, I would like to thank all members, residents, organisations and institutions, who spent time on work committees and on the Council's events.

Happy reading!

Luanda Almeida

President of the Board of Directors Representative of the Youth Action Committee

DIRECTOR'S MESSAGE

Dear colleagues and partners,

It is my pleasure once again this year to introduce the Peter-McGill Community Council's annual report.

Although stable, our organisation is in constant transformation and the deployment of My Peter-McGill, our collective project around urban planning issues is part of the reason why. This year, the addition of human resources and the creation of new mobilisation tools allowed us to ensure our collective needs were heard loud and clear, while also bringing forward innovative solutions. For example, we have held an outdoor school activity in the middle of Cabot Square to denounce the lack of elementary schools in our neighbourhood. This event followed a Christmas card campaign by Peter-McGill families directed at the Minister of Education (Mr. "Santa" Proulx), as well as numerous meetings with provincial, municipal and Montreal school board representatives. Two months later, Minister Proulx announced the creation of two new primary schools in the neighbourhood.

Our increased mobilisation efforts and their tangible results show all the relevance and the positive impacts of collective action within a community. We continue to believe strongly in the importance of having a vibrant downtown area equipped with services and amenities that allow for a fine quality of life, and our actions will continue to move in that direction.

I also want to take this opportunity to thank our members, partners and funders, who support and empower us in advancing our mission every day.

Happy reading!

Stéphane Febbrari

Director

ABOUT THE COUNCIL



The Peter-McGill Community Council aims to bring together and promote collaboration between the district's actor (residents, business owners, students, public and community organisations) in order to collectively determine priorities for action and be empowered to improve the quality of life in the neighbourhood.

To do so, the Community Council aims to encourage a sense of belonging to the neighbourhood and an active involvement in the life of the community by creating a place where stakeholders can express their concerns.



Members

In 2017-2018, the Peter-McGill Community Council consists of 223 members:

- 130 residents and/or students
- 67 organismes communautaires
- 18 organismes institutionnels
- 8 businesses



Board of Directors

ROLE	MEMBER	CATEGORY
President	Luanda Almeida	Representative of the Youth Action Committee
Vice-president	Jacynthe Vaillancourt	Representative of Families Downtown
Treasurer	Bilal Abdul Kader	Resident
Administrator	Claire Adamson	Resident
Administrator	Thérèse Bouchez	Resident
Administrator	Marilyn Lajeunesse	Resident
Administrator	Yannick Adou	Resident
Administrator	Eric Michaud	Community organisation: Comité logement Ville-Marie
Administrator	Art Campbell	Community organisation: YMCA centre-ville
Administrator	Eve Gauthier	Institution: CIUSSS de l'Ouest-de-l'Île-de-Montréal
Administrator	Ron Rayside	Business: Rayside Labossière architectes



Employees

Stéphane Febbrari - Director

△Board of directors

Committees: Immigration and Seniors

Partnership & funding Public relations

△Human resources

Marion Steiner - Project & communication manager

△Membership and volunteering

Committees: Youth, Neighbourhood Life & Food Security

Community events

Newsletter and social networks

Carlye Watson - Families Downtown coordinator

Services to families

Committee: *Families Downtown* (early childhood)

Matthieu Pajot - Project manager for My Peter-McGill

Urban development in Peter-McGill

Committee: *My Peter-McGill*

Corey Gulkin - Communication officer

△Committee: communications

Communication: My Peter-McGill et Families Downtown

△Media relations

Community Council's website



From left to right: Marion Steiner, Matthieu Pajot, Stéphane Febbrari, Carlye Watson, Corey Gulkin.

ACTIVITY REPORT



Developed a working conditions policy and salary grid: a first for the Council!

Organised a meeting with the candidates for an informed choice during municipal elections in 2017

Organised the district's first ever Forum on Urban Development

Successful mobilisation on primary schools: 2 new schools announced in June 2018

Revised the Council's strategic plan during a strategic reflection day

Created a Communications Committee

Established a Seniors Committee



Public events

In addition to addressing neighbourhood-specific issues and offering a space for residents and the organisations that serve them to network and exchange ideas, the events organized in 2017-2018 allowed the Council to meet new members, strengthen ties with partners and increase public awareness.

△BACK-TO-SCHOOL CELEBRATION | September 9th, 2017 - Cabot Square



Activity organized by the Ville-Marie Borough in partnership with the Neighbourhood Life committee in order to promote back-to-school activities offered by local organisations. The diversity of the organisations present on site, the variety of activities and activities offered, as well as citizen involvement of almost 15 volunteers, have greatly contributed to the success of this event which attracted almost 500 visitors.

The partnership with Compost Montreal for this event deserves to be mentioned, as this event generated less than 1% of waste!

► FORUM ON URBAN DEVELOPMENT | October 14th, 2017 - Evangel

As it can be hard to be involved in all projects at once in a neighbourhood that evolves at full speed, the Council organized its very first Forum on Urban Development to prioritize areas of action for maximum impact as part of the My Peter-McGill project. The event brought together around fifty participants who discussed issues relating to the themes of housing, public space and the governance of the My Peter-McGill project



This event helped to strengthen the structure of the project, now named *My Peter-McGill*, and lead to the integration of several new key partners to the project's steering committee.

CANDIDATES' DEBATE | October 18th, 2017 - St-Jax Montreal

In preparation for the municipal elections, the Council invited its members to come and meet and ask their questions to the 5 candidates running for City Councillor in Peter-McGill. Over 50 people attended the meeting.

In advance of this meeting, the Council solicited questions from its members and sent them to the candidates. A document including the responses of each candidate was distributed during the evening. This broadened the range of topics addressed by the candidates and helped district residents make the most informed choice possible.

△ARTS&CRAFTS MARKET | November 29th, 2017 – Innovation Youth



This activity was organized by the Neighbourhood Life Committee in collaboration with Innovation Youth. It was a warm and festive way to mark the end of the year, with over 100 participants and 9 local artisans.

A furoshiki (traditional Japanese cloth wrapping technique) gift wrapping station was hosted by the Éco-quartier Peter-McGill, thanks to fabric donations from the Concordia Centre for Creative Reuse.

NO SCHOOL IN PETER-MCGILL: 5@7 and Vernissage | December 6th, 2017 − Innovation Youth

As part of the *My Peter-McGill* project, the Council invited neighbourhood residents and families to participate in reflections on how to get mobilised to address the lack of public elementary schools in the neighbourhood.

During this evening, a video prepared by 13 students aged 16 to 21 was presented. They expressed their opinions and feelings about the lack of schools in the neighbourhood through animated gifs and personalized cards. You can see the video here: https://bit.ly/2R4bWRh!

LET'S PRIORITIZE OUR GOALS | February 21st, 2018 - Evangel

Organized as part of the *My Peter-McGill* project, this event was a follow-up to the Forum on Urban Development. Over 40 members of the community gathered to determine concrete objectives and approaches on the themes of green space, recreation and housing.

The participants reached a consensus on priorities! Together, we decided to focus our efforts on densification issues, the City's urban development plan, and on 3 specific development sites, namely the Sulpicians' site, the former Montreal Children's Hospital site and Sainte-Catherine Street.

△"WHERE IS OUR SCHOOL?" | March 3rd, 2018 - Cabot Square



100 parents, children and community members gathered in Cabot Square to attend an outdoor class on a Saturday morning, in order to show their support for building a primary school on the site of the former Montreal Children's Hospital.

The event received expansive media coverage (CBC News, Radio-Canada, The Montreal Gazette, le Journal de Montréal and Sino Quebec).
The CBC news coverage can be found here: https://bit.ly/208cYgr

△5@7 - HARVEST TO TABLE | March 15th, 2018 - YWCA Montreal

Organised by the Neighbourhood Life committee for Nutrition Month, nearly 60 visitors attended this activity to learn more about urban agriculture, which was in the spotlight for this edition, from various exhibitors (the Concordia Greenhouse, the YWCA, Écoquartier Peter-McGill and Innovation Youth).



The Harvest to Table Challenge was launched during the 5@7, a project initiated by the Council in collaboration with Éco-quartier Peter-McGill and Innovation Youth. It offered 10 residents of the neighbourhood the necessary materials and advice to get acquainted with urban agriculture.



▶PETER-MCGILL SUGAR SHACK | April 28th, 2018 - Cabot Square

Activity organized by the Ville-Marie Borough in partnership with the Neighbourhood Life Committee in order to facilitate the residents' access to this unifying Quebec tradition. Close to 600 visitors participated in the festivities and met local community organisations that were present for the occasion.



600 visitors is most definitely a record! In fact, it is almost three times as much as the last three years, showing that the Cabot Square Sugar Shack activity is something residents look forward to more and more each year!

∑5@7 – THIS SUMMER IN PETER-MCGILL | June 28th, 2018 - Cabot Square



This activity was organized by the Neighbourhood Life Committee with the objective to promote awareness of the services and activities offered by local organisations during the summer. Over 200 visitors came and met 15 organisations, which sent representatives, in a friendly setting. Indeed, the evening had everything of a neighbourhood celebration, in the core of downtown Montreal!

It is important to note the exceptional participation of the organisations that were present, as they strongly contributed to the festive ambiance of the event.

THANK YOU to: Carrefour jeunesse-emploi Montréal Centre-Ville; the Face-à-face Listening and Intervention Centre; the Refugee Centre; the Women's Centre; the Comité logement Ville-Marie Housing; Cybercap; the Montreal Diet Dispensary; Éco-quartier Peter-McGill; Evangel Pentecostal Church; L'Itinéraire; Innovation Youth; the YWCA; Youth Employment Services (YES) and the Downtown YMCA.

Annual Committee Report

The Council relies on work committees for operational support. These committees are made up of board members, Council members and community members.

SECTORAL COMMITTEES

Families Downtown - 12 community organisations and 7 institutions

Families Downtown brings together families and community players to collaborate in innovative ways that foster the development of the best possible living environment for all children, youth and families in downtown Montreal. Its vision is that children, youth and families from all horizons flourish, are engaged, and develop to their full potential in a welcoming and inclusive downtown.

The coordination and projects of Families Downtown have been funded by Avenir d'enfants and the Department of Public Health over the last year.

RESULTS

6 partners meetings

23 work team meetings

16 projects led by **9** different committee partners

1 new sponsor (Integrated Perinatal and Early Childhood Services of the Department of Public Health)

2 projects submitted under the Politique de l'enfant 2018

14 participants in an inclusion training offered to community workers

287 families reached by the Community Liaison Agent **3** events organized by the Parents' Committee, which reached more than 100 children and parents;

300 Activity Calendars for toddlers distributed to families Developed a vision and reviewed the mission statement Extended the mandate to include the 6-12 year olds Transferred the Food Security Sub-Committee to the Peter-McGill Community Council

COMMUNITY IMPACTS

- Improved coherence in the services and activities offered to neighbourhood families
- Created services that meet the needs of families: day-care services, parents' committee, prenatal classes for asylum seekers, gardening bins, community kitchen, etc.
- Reinforced structure and increased public awareness of the committee
- Increased socialization opportunities for 0-12
- Transfer of expertise on the topic of food security to a new Council committee, which expanded the initiative to the whole population of the neighbourhood
- Raised awareness of community workers on the notion of privilege and provided tools for increased inclusiveness
- Increased involvement of families in the activities/ services provided by the partners: improved understanding of the services offered, reduced isolation...

Youth Action Committee - 8 community organisations and 2 institutions

The Youth Action Committee aims to promote dialogue and foster symbiosis between downtown organisations that support with youth ages 12 to 30, in order to support and initiate projects for youth community engagement and ensure that their needs are being met.

RESULTS

8 activities organized for the downtown youth as part of the Youth Outings project

400 Youth Outing participants

7 work meetings

- 2 community workers' cafés: 20 to 30 participants at each of them
- 1 survey conducted among neighbourhood organisations, to organise future training sessions
- **1** promotional tool created for Youth Outings
- **1** communications plan implemented for the use of social networks:
- **3** projects submitted under the Politique de l'enfant 2018
- 1 new partner: Iciéla

Attendance at Concertations jeunesse Montréal meetings Participation and collaboration of the partners in My Peter-McGill's mobilisation activities

Collective revision of the action plan for the year 2018-19

COMMUNITY IMPACTS

- Improved coherence in the activities offered to youth of the area
- Increased collaboration of partners
- Increased awareness of healthy lifestyle and food habits, as well as development of the critical thinking skills of young participants
- Strengthened network of community workers: greater ability to refer youth to the appropriate resources and increased opportunities for collaborations
- Sharing of expertise between stakeholders for the benefit of the young people they serve
- New action plan for 2018-2019, taking into account incoming funding and aimed at reinforcing the Committee as well as the development of concerted and structured projects for neighborhood's youth
- Reinforced projects ensuring young people's food security and encouraging them to stay at school

My Peter-McGill Committee - 14 organisations, 4 institutions, 3 residents

Launched in May 2017, My Peter-McGill is a project that involves residents and the neighbourhood's organisations to support the development of public spaces in the Peter-McGill district.

My Peter-McGill is a project supported by the Collective Impact Project (PIC) initiative, a change accelerator made possible by the collaboration of large foundations committed to Centraide of Greater Montreal who are investing \$22,25 M over 5 years in 17 neighbourhoods on the Island of Montreal.

RESULTS

50 participants in the Forum on Urban development

15 activities mobilizing more than 450 people

20 articles and interviews on our actions in the media Over **500** respondents reached through 5 surveys

1 report on the PPU des Gares (Special Planning Program), on how to maximize green space and social housing, in partnership with McGill University

Over **30** meetings held with different stakeholders (promoters, Ville-Marie Borough, Direction de l'aménagement urbain et des services aux entreprises (DAUSE), elected officials, Ministry of Education, Accès-Jardins Program, Seminarists, Commission scolaire de Montréal, La Table des Grands Jardins, Office municipal d'habitation de Montréal, etc.).

Franciscans' Site: 25 participants mobilized during the developer's presentation of the park's plans

Montreal Children's Hospital: consultation of groups and residents for the community centre, regular follow-ups for the social housing tower

Elementary School: neighborhood family Christmas card campaign presented to the mayor Valérie Plante, "outdoor classroom" citizen mobilisation.

COMMUNITY IMPACTS

- Collective identification of possible avenues of action
- Established a vision organised by theme in to engage with neighbourhood issues proactively rather than as a reaction to current news
- Commitment to plan more educational activities
- Sulpicians' interest to open the Grand Séminaire de Montréal to the public
- Announcement of 2 new elementary schools in the neighbourhood by 2023
- Signed agreement for the creation of the Peter-McGill Integrated Community Centre
- Development of the residents' mobilisation ability by a larger inclusion in the project's governance
- Strengthened communication channels with decision makers: improved recognition and notoriety of the Council
- Increased press coverage

Neighbourhood Life Committee - 4 residents, 4 community organisations and 2 institutions

The mission of the Neighbourhood Life Committee is to improve quality of life and sense of belonging by ensuring a dynamic neighbourhood in Peter-McGill. To do this, it organizes activities that address the concerns and interests of individuals and families who live there.

RESULTS

10 committee meetings

- 2 new members welcomed to the committee
- **1** urban agriculture citizen challenge launched in partnership with Éco-quartier Peter-McGill and Innovation Youth
- **10** neighbourhood residents participated in the Harvest to Table challenge and **26** members joined its dedicated Facebook group
- **5** neighbourhood events organized for the residents of the area
- **20** local organisations mobilised to collaborate on activities
- **1500+** total participants in events
- **251** new subscriptions to the Council newsletter between July 1st, 2017 and June 30th, 2018

Completed a reflective exercise aimed at renewing and diversifying the committee's activities

COMMUNITY IMPACTS

- Improved coherence of neighbourhood activities aimed at the greater public
- Addition of new perspectives and ideas in the committee through the increased diversity of its membership
- Development of closer ties between residents through activities and themes
- Introduction of urban agriculture principles to 10 residents of the district: support, tool sharing and creation of a discussion network around the theme
- Increasingly wide-ranging events thanks to collaborative promotion by all of the committee partners
- Feeling of ownership of events amongst residents and organisations that managed and planned those events
- New 2018-19 action plan to foster neighbourhood life, and ensure dynamic services that complement one another

Seniors Committee - 3 institutions et 4 community organisations

Newly constituted, the Seniors Committee aims to create a space for groups and institutions to share information and to better identify the needs of seniors living in Peter-McGill, as well as identify possible solutions to improve service offerings in the neighbourhood.

RESULTS	COMMUNITY IMPACTS
exploratory meeting between the main groups working with seniors expanded meeting with key district partners Beginnings of a shared reflection on the principal unmet needs of seniors in the district	 Confirmed interest and relevance of setting up a seniors-specific consultation in Peter-McGill Identified common actions and priorities Shared a desire to continue the consultation process and to provide a portrait of the current situation and the needs of the district's seniors

☐ Immigration Committee- 9 community organisations, 3 institutions, 1 resident, 1 student

The Immigration Committee's objective is to share and publicise the neighbourhood's resources for immigrants, as well as to welcome and to contribute to the integration of people with a migrant background in the district. To do this, the committee organises networking, training and thematic events on issues related to immigration.

RESULTS COMMUNITY IMPACTS

- **2** large-scale meetings to identify priority areas for action and to review the committee's first activities
- **2** meetings of the restricted committee, to review activity logistics and plan larger committee meetings
- **1** networking activity which reached **35** people from varied backgrounds
- Growing willingness of organisations to work together on priority issues and to improve sharing of resources and practices
- Decision to plan a Forum in 2019 on the topic of welcoming newcomers, preceded by a survey amongst individuals with an immigrant background to collect their feedback on their experience as well as involve them in the planning process

COMMITTEES OF THE BOARD OF DIRECTORS

Strategic Plan Committee - 5 members of the Board of Directors ■

In order to update the Peter-McGill Community Council's strategic plan, the committee created a survey to invite Council members to share their perceptions and wishes about the role it should play in the neighbourhood. An online survey of targeted members, as well as strategic meetings with partners and resident associations, allowed the committee to gather information to put forward in the 2018-2021 strategic plan. In light of the information gathered, a day of reflection was held on May 26th, 2018, reaching more than 30 members and Council employees. Collective priorities have been identified and will be used by the committee to develop the 2018-2021 plan. This suggested plan will be completed by October 2018 and submitted to a vote at the Annual General Meeting.

Human Resources Committee - 3 members of the Board of Directors

The Human Resources Committee met twice to oversee the development of a working conditions policy as well as a salary grid. This process led to two policies, which were recommended by the work team and approved by the Board of Directors.

Communications Committee - 2 members of the Board of Directors and 3 members of the Council

The Communications Committee was created in September 2017 to promote the exchange of ideas and best practices regarding communications. The committee's objectives are to ensure coherence between multiple communications platforms used by the Council and its committees', as well as to improve the quality and reach of current communication tools.

During the three meetings held in 2017-2018, the partners focused on reflecting on the Council's communications objectives, with a view to developing a communications plan.

Here are the 2 axes from which the committee will determine the communication strategies to be prioritised:

Axis 1: Information and transparency, to assure a stable and solid organisational structure

Axis 2: A clear and well-known organisational image, to increase membership and strengthen its position of influence.

The finalisation and implementation of the communication plan is planned for 2018-19.

Meetings & Partnerships

EXTERNAL COALITION MEETINGS

Cabot Square (homelessness in Cabot Square area, led by the Ville-Marie borough) Cabot Square (housing & urban planning in Ville-Marie)	3 meetings 4 meetings
►Table Grand-Jardins (urban planning in the Grands-Jardins sector)	1 meeting
△ Coalition montréalaise des tables de quartier	2 meetings
Ville-Marie borough (Ville-MESS and Politique de l'enfant)	2 meetings
△ Concertations jeunesse Montréal	4 meetings
Communication in other Community Councils (led by coalition de la petite Bourgogne)	1 meeting
Early childhood coordinations	6 meetings
△Health Committee	1 meeting
△Dynamo	4 meetings

EVENTS

☐ Inauguration promenade fleuve-montagne

Concordia WISE YUL △AGM Groupe Harmonie

Consultation pour une politique alimentaire fédérale Summer BBQ Volunteer Bureau of Montreal

par le Réseau pour une alimentation durable (RAD)

△Parking Day

Reopening of the Youth Library at Innovation

Youth Concordia volunteer fair

∨Visioning meeting for great developments in

Centre-Sud

Festin d'idées pour l'innovation en alimentation

AGM Shaughnessy Village Association

△AGM CJE centre-ville

GALA Volunteer Bureau of Montreal

MTELLES

AGM Tradau Association

Consultation Airbnb

Public Assembly on federal issues

AGM Table de concertation des aînés de l'île de

Montréal

PARTNERSHIP MEETINGS

Families of Percy-Walter Park Association

△Victor-Hugo/Lucien L'Allier residents' Association

Shaughnessy Village Association

Milton-Park recreative Association

△Tradau Association

△Cathy Wong - city councillor

CDC Centre-Sud

△Volunteer Bureau of Montréal

► Face-à-face Listening & Intervention Centre

Comité logement de Ville-Marie

Commission scolaire de Montréal

△Concordia's International student Office

Destination centre-ville

services aux entreprises (DAUSE)

△Montreal Diet Dispensary

de l'arrondissement de Ville-Marie

△Jacques Chagnon - provincial deputee office

△John Molson School of business

The open door

△Office municipal d'habitation de Montréal

SEDE-McGill University

△Table de concertation du faubourg St-Laurent

CONCLUSION

We believe in civic engagement – it is through the mobilisation of citizens and neighbourhood stakeholders that we are able to make change. The vitality of the Council depends on its members and administrators. Join us to help make Peter-McGill a great place for all to live, in its history and environment!

ACKNOWLEDGMENTS

Each year, the Peter McGill Community Council demonstrates more and more that a mobilized and concerted downtown is essential to ensure the harmony and quality of life in the neighborhood, and all the achievements mentioned in the report bear witness to it.

Of course, the Council owes much of this momentum to the support and contribution of its employees and, first and foremost, of its members, its volunteers and the members of its Board of Directors. In total, the Council will have beneficiated from more than 580 volunteer hours on the various committees, as well as more than 260 hours on specific collaborations. We would like to warmly thank all our volunteer members who definitely contributed to the success of our organisation.

Finally, we would like to thank our valued financial partners for their trust and support: the Direction de la santé publique, the City of Montreal, Centraide and Avenir d'Enfants.

Agence de la santé et des services sociaux de Montréal









Impression par:





1857 boulevard De Maisonneuve West, Montréal, QC H3H 1J9 coordination@petermcgill.org | 514 934-2280 | www.petermcgill.org