



STRATEGIC PLAN

2016 - 2017

Hidden Valley Community Association held a planning Meeting on August 27, 2016. Present at the meeting were Nancy Larson (President), Marl Raffard (VP1), Michelle Baer (VP2), Jennifer Jensen (Secretary), Aileen Griesser (Membership), Sean deCarle (Newsletter) Sandy Coad (Casino) Brian Pearson (director) Dale (Member). Facilitated by Amanda Turvey (City of Calgary NPC)

Hidden Valley Community Association (HVCA)

The Hidden Valley Community Association serves the residents living within the geographic area of Hidden Valley and Hanson Ranch. HVCA is a Not for Profit Society that holds an LOC (license of occupation) with the City of Calgary for the Hidden Hut & rink facility. Sources of ongoing funding are from internal operational initiatives such as membership fees and program revenues as well as casinos and grants. This organization is governed by a Board whose structure and term is set out in their By-laws. The Board meets and does reporting, on a regular monthly basis, along with a scheduled AGM (Annual General Meeting).

HVCA VISION STATEMENT

The Hidden Valley Community Association continues to be a proactive, family-orientated organization promoting pride and wellness within our engaged community.

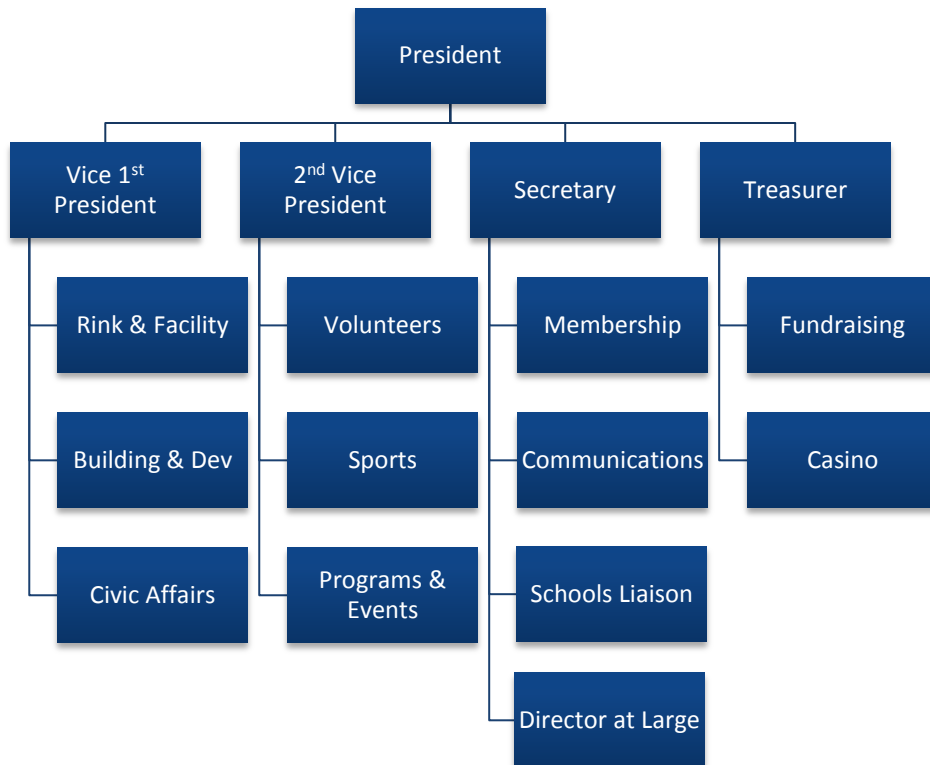
HVCA MISSION STATEMENT

To responsibly provide events, information, programs and support for residents of Hidden valley and Hanson Ranch that progressively enriches the quality of life and community spirit of all residents.

HVCA VALUES (FOUNDATIONAL GUIDING PRINCIPLES)

Open and Approachable	Community Pride
Flexible and Adaptable to Change	Trust and Honesty
Transparent	Fun and Rewarding
Respectful and United	Teamwork
Accountability and Responsibility	Sustainability
Passion for excellence and Quality	

Hidden Valley Community Association Board Structure



ORGANIZATIONAL HISTORY

Hidden Valley is a young community with its first house built in 1991. In May 1994, the beginnings of the Hidden Valley Community Association were being formed as a small group of individuals formed a Steering Committee who were elected 'at large' to work on issues as presented and others as arise. This group represented concerns and addressed community issues.

The Hidden Valley Community Association was established in 1995. The Board completed Community Facility Enhancement Program Grant application, which saw the development of baseball diamonds, soccer fields, tennis courts, play structures and an ice skating rink.

The first Visioning Workshop held in March of 1995, since then the HVCA has continued to work together to remain relevant to the residents of Hidden Valley and Hanson Ranch. Currently, Hidden Valley/Hanson Ranch has grown to approximately 3900 homes.

WHO LIVES HERE?

Hidden Valley Population							
2009	2010	2011	2012	2013	2014	2015	2016
11772	11780	11657	11799	11888	11874	11900	11869

Age Distribution						
	Hidden Valley 2009			Hidden Valley 2016		
	Male	Female	%	Male	Female	%
All Ages	5917	5855	100%	6037	5832	100%
0-4	429	385	6.9%	359	334	5.8%
5-14	1141	1063	18.7%	925	845	14.9%
15-19	396	386	6.6%	555	488	8.8%
20-24	302	304	5.1%	376	309	5.7%
25-34	758	807	13.3%	715	663	11.6%
35-44	1253	1318	21.8%	850	979	15.4%
45-54	978	948	16.4%	1169	1166	19.7%
55-64	425	413	7.1%	673	640	11.1%
65-74	167	143	2.6%	309	288	5.0%
75+	68	88	1.3%	106	120	1.9%

2016 Goals of the Hidden Valley Community Association

Goal #1: Increase Hidden Valley Community Association Awareness

Goal #2: Encourage Hidden Valley Community Association Membership

Goal#3: Maximize Hidden Valley Community Association Outdoor Rinks

Goal#4: Foster a Safe and caring Community

Goal#5: Secure Financial Health & Sustainability

Goal #1 : Increase Hidden Valley Community Association Awareness

Objective	Action	When	Who	Resources	Budget	Update
Construct a Permanent illuminated HVCA Sign	Create a strategy and conduct research to determine the possibility		Marl	Dale		City property requires approvals and will investigate if they will allow
Hidden Valley Signage	Determine the requirements for signage around the Hidden Hut		Marl	Dale		Ongoing with our "Revitalization Team"
Alternate Language Increase	Include messages in alternative languages into our newsletter		Aileen	Kaila		Started and Ongoing
Portable Signs for HVCA	Determine the costs of owing vs renting		Brian	Peter/ Dale		Have initiated new signs that can be used in future years

Goal #2: Encourage Hidden Valley Community Association Membership

Objective	Action	When	Who	Resources	Budget	Update
Increase our Membership	Offer more to our membership benefits		Aileen	Board of Directors		Ongoing – over 200 memberships so far
Review Current Offerings with our Membership	Understand what we are presently offering and seek upgrade and improvements		Aileen	Board of Directors		Challenging project and require input from the community

Goal#3 : Maximize Hidden Valley Community Association Outdoor Rinks

Objective	Action	When	Who	Resources	Budget	Update
Learn to Ride a bicycle Basketball Nets Ball Hockey - Summer Christmas Skate with Santa Family Skate/Teen Skate Hockey skills – Competition	Present to the Board the opportunities and determine feasibility of any of the stated activities		Marl Dale	Michele		Many exciting activities planned

HVCA Adult hockey Skate Park						
Improved security at the Hidden Hut	Lighting/Garage Door/Possible Video Surveillance		Marl	City of Calgary		Locking gates at Hidden Hut entrance along with security cameras
Lights in the Parking Lot	Safety Issues with poor lighting to be addressed		Marl	City of Calgary		Working with the City in an attempt to enhance the security lighting will provide

Goal#4: Foster a Safe and caring Community

Objective	Action	When	Who	Resources	Budget	Update
New playground equipment requirements – audit what we have	Determine which playgrounds require attention		Sandy/ Katherine	Marl		Working on our first playground enhancement project
Playground end of life replacement	Review the “end of life replacement” program and determine our next steps/form committee		Sandy/ Katherine			See above
Playground updates (safety assessments)	Review any safety issues with our playgrounds		Sandy/ Katherine			See above
Smaller Neighbourhood events le - encourage block parties - Neighbour Day in June	Review our offerings and present ideas to generate community interest		Michelle			Many exciting activities planned
Community clean-up Spring and Fall	Annual event that require community participation		Michelle			Scheduled for May 20th
Maintenance of trees	Work with the City to ensure safety and security issues are considered		Marl Dale	City of Calgary		In the process of removing the dead trees around the rink and parking lot

Goal#5: Secure Financial Health & Sustainability

Objective	Action	When	Who	Resources	Budget	Update
Position Responsibilities A) Actual core duties B) Other duties Document a “cookbook” approach	Detail the actual duties and responsibilities of each position		Jennifer	Marl		Challenging and will do with the new board after the AGM in June 2017

Acquire a treasurer or replacement	Seek a person to be accountable for our finances		Board of Directors			Completed with Brian Pearson volunteering
Advertising at events for casino volunteers Online, facebook and tables at events	Strategy to be scheduled to ensure we present volunteer opportunities at each and every event		Sandy	Michelle		Ongoing
Fundraising Activities	Seek someone who will take on the fundraising duties		N/A	N/A		Still seeking someone to step forward and accept the position

Goal#6: Other Discussion Points

Objective	Action	When	Who	Resources	Budget	Update
How do we determine what the community requires from us			Michelle	Board of Directors		We are doing all we can to communicate and ask for input
Show & Shine Car Show and shine	Look into the potential of having a Show & Shine		Marl	Committee		Not in 2017 – too large a project and have other priorities
Book club @ hidden hut – encourage senior and parent participation	Determine if this activity has any interest		Sandy			Not a priority at this time unless someone steps forward to champion the project
Chinese New Year Celebration						Will review with the new “board” and see if this will fit in our events schedule