

# Annual Report 2008/ 2009

## West Broadway Development Corporation



*Renewing our community together*

## Table of Contents

Report from the Chair of the Board of Directors.....	3
An Amazing Year! Report from the ED.....	5
Housing Development Coordination .....	7
Green Space Development.....	8
Good Food Club.....	9
West Broadway News and Views: The Broadcaster Community Newspaper ....	10
Board of Directors 2008/2009 .....	11
West Broadway Development Staff 2008/ 2009 .....	11
Audited Financial Statements.....	12

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Incorporated 1997

# Report from the Chair of the Board of Directors

Saul Henteleff, Board Chair

Dear Friends,

As an introduction to the Report of the Chair, I will speak a little bit about the biggest challenge facing West Broadway neighbourhood in 2008-2009.

In the not-so-distant past, the West Broadway neighbourhood was considered by many to be “murder’s half acre” and the reasons for this are still clear in many people’s memories. As Professor David Burley states in his book Living on Furby:

*“In mid-December 1996 editor Buzz Currie, while reviewing a story about a recent homicide in the West Broadway area with reporter Doug Nairne, had examined a street map and located a cluster of crime sites—six murders and a hundred knife-related incidents—on Spence, Young, Langside, and Furby Streets. “Murder’s Half-Acre,” Currie pronounced and the name stuck.”*<sup>1</sup>

This description of West Broadway at that time is accurate although it is about an acre in area. Nonetheless, for many decades West Broadway was a neighbourhood in which violence, cynicism and despair dominated the headlines and were the most visible characteristics of a once healthy, safe and diverse community. But what about today? Has anything changed in the past 13 years? Is West Broadway a better place to live than in 1996?

The answer to this question is not especially clear. As a resident of West Broadway since 1996 and as someone who has had the great privilege to speak with academics, politicians and many past and present residents of the

neighbourhood, the unanimous observation – including my own - is that the West Broadway neighbourhood is undergoing tremendous change. And often when a neighbourhood is in flux it can be difficult to determine whether social goods or ills are occurring. What we do know however is that over the past 13 years 8.5 million dollars has been spent on housing renewal in West Broadway which has increased the quality and safety of many single-family and multi-unit dwellings. Furthermore, there has been a very significant increase in owner occupation of single-family dwellings. According to research conducted by the Winnipeg Inner City Research Alliance owner occupation in West Broadway rose from 1.3% in 1996; 6.2% in 2001 and 7.2% in 2006. Thus, housing quality is improving and people want to live here. But is this a good thing or a bad thing? Again the conclusions are not especially clear.

Over the past few years many people have been expressing the concern that improvements in the housing stock in West Broadway and the corresponding interest to live here has caused increased property values, which in turn has resulted in a phenomenon known as gentrification. My understanding of gentrification is that it is the negative impact that increased property values has on low-income residents who are unable to pay for increased market value prices - whether homes or rental suites - and so are forced to find accommodation elsewhere. In effect these residents become displaced. And the evidence for this is clear. From 2005 - 2008 the Residential Tenancies Branch approved 31 applications from West Broadway landlords for exemptions to rent controls to 882 units of housing which resulted in an average rent increase of 15.1% above guideline. During that time many residents told WBDC that they couldn’t afford these increases and

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<sup>1</sup> David Burley and Mike Maunder Living on Furby p. 103

needed to move to other neighbourhoods with lower rents.

This is a huge problem for West Broadway. Financial interests must not determine the future of this community. The future of West Broadway belongs to the residents of West Broadway. But the residents of West Broadway must speak together about the necessity for new responsible funding models so that low-income renters and low-income home purchasers will be able to live in West Broadway not for a month or year, but for their entire lives. This is a sounding call for the future of West Broadway. I implore you: get involved in this community so that this community will become a place of diversity and safety. Otherwise West Broadway will become a neighbourhood for the few - a ghetto of middling interests. Our vision is that West Broadway will not be a good neighbourhood. Our vision is that West Broadway will be a great neighbourhood. To be a great neighbourhood however means getting involved and solving problems. This is the vision of West Broadway Development Corporation and by extension the Board of Directors of WBDC.

So how has the Board of Directors of WBDC been working towards this goal? The answer is, in numerous and various ways. Over the past year the Board of Directors of WBDC has spent a tremendous amount of time supporting and collaborating with the Executive Director and the West Broadway Community on such major public endeavours as the Green Space Development Plan and the Infill Housing project, which are all moving ahead with great speed and success. Less obvious are the daily, weekly and monthly programs and meetings that require commitment and consistency by the West Broadway Board Members. This includes the regular committee work of the Housing Management Committee, Property and Greening Management Committee, Human Resource Committee, Finance Committee, the

Small Grants Committee and the Executive Committee. Then there is the ad hoc work relating to West Broadway Greening and the Good Food Club, board development workshops provided by Garry Loewen and Neighbourhoods Alive and the countless meetings and public events that WBDC Board members attend in support of this community.

Of note in this regard is the presentation to the City of Winnipeg's Board of Adjustment in which WBDC board members and staff in partnership with members of the West Broadway Community successfully quashed Balmoral Hall's application to convert a residence on Langside into Balmoral Hall Daycare. Another very successful meeting was with Ministers Jim Rondeau, Gord Mackintosh and Greg Selinger in which WBDC Board and staff presented a model for housing upgrades while preserving low rents. And still another important process was Board participation in the West Broadway Safety Coalition, which resulted in the recent hiring of a Safety and Rooming House Coordinator for the West Broadway Community.

Another major piece for the WBDC Board this year was the review of and amendments to West Broadway Development Corporation By-laws. While seemingly dull and dry, this was in fact an extremely interesting and valuable exercise since it required a deep analysis of who and what we are. This process also showed us that there is much more to do in this regard and so the amendments presented today are only the beginning of a long term and regular appraisal of the rules that govern this organization.

In these and many other ways including letters to the editor, articles in the Broadcaster, sweeping at the Spring Clean Up and helping with the Sherbrook Street Festival, the Board of Directors of WBDC in 2008-2009 has been, with the Executive Director and

members of the West Broadway neighbourhood at the leading edge of social policy, social participation and social change in West Broadway - and in all of Winnipeg. West Broadway Board members build, grow, argue, discuss, write, plant, walk, clean, ride, fight, meet and dream. And we don't intend on stopping. With you the community, with our friends at Winnipeg City Hall, with our friends at the Manitoba Legislature, with our friends at Neighbourhoods Alive!, with the wonderful staff of West Broadway

Development Corporation, the Board of Directors of WBDC will continue to do its utmost to make West Broadway neighbourhood for this year and years to come a safe, healthy, open community. A great community!

Thank you.

Saul Henteleff, Chair

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## **An Amazing Year! Report from the ED**

*Molly McCracken, Executive Director*

West Broadway is a beautiful place with wonderful people who deeply care about the neighbourhood. We saw this time and again this year in the many activities we undertook at West Broadway Development Corporation.

For the first time ever West Broadway has a Green Space Plan, the second such document in the City that outlines priorities for improving access to green spaces in the neighbourhood. Over 150 people came together to share ideas and collaborate on what could happen in the neighbourhood. The draft was circulated for feedback and a final draft will be available in July. Thanks to Farrar Brodhead, our Green Space Development Coordinator for organizing that colossal task with integrity and skill. The process has already resulted in two new garden sites: the Edible Heritage Youth Garden at 659 Westminster and a community garden at 199 Langside. Welcome to Shelagh Graham who just started in this position when Farrar left to be a new mom!

At the same time, we undertook consultations to develop an infill housing plan, to take advantage of lots WBDC had assembled over

the years and in partnership with the City. Consultations found that residents support eco-housing that meets the needs of those most in need. At the same time we are very concerned about rising rents in the neighbourhood, and want to build housing for those who have been displaced. We have been advocating the City and Province to address this situation and provide more funding for those with low incomes and to create more rent-geared-to income housing.

We were also busy getting organized. 2008/2009 saw the creation of a volunteer management system at WBDC. Oanh Pham was hired in August, 2008 as the Volunteer and Office Coordinator. We created a volunteer manual and application form. This will allow us to keep track of the many interested people willing to give so generously of their time to improve the neighbourhood. Thank you to the Winnipeg Foundation for their support of this project.

The Broadcaster continues to be an important staple of the neighbourhood! Remember we always need articles; please write for the Broadcaster today!!

We also participated with the amazing group of organizations in the neighbourhood to organize annual events like the January Snoball Winter Carnival, where attendance more than doubled this year! The Spring Clean Up 2009 was also a huge success despite the persistent snow...our residents sure are a dedicated and enthusiastic bunch!

The Good Food Club (GFC) is still going strong after starting again almost a year and a half ago. We now have eight funders, and are always looking for more support for the Club. For this reason we will be starting a fundraising campaign to generate our own revenue for this well-respected program.

We were fortunate, thanks to support from CCEDNET, to have Jennifer Neufeld work with us in 2008. GFC members shared with Jennifer ideas for a social enterprise business to create jobs. Many excellent ideas were shared, and the most viable year-round business was a weekly soup delivery business *The Soup Bee*. Jennifer created an excellent business plan, cash flows and marketing plan and now we're trying to find the funding to get it started.

After hearing about ongoing concerns about safety and the need to improve conditions in rooming houses, we are pleased to announce funding for a Safety and Rooming House Coordinator. Greg MacPherson started in this position June 2009 and will be working with residents and the West Broadway BIZ on a safety plan, a volunteer foot patrol and basic safety hardware for rooming houses. Thank you to Neighbourhoods Alive! For funding this project.

WBDC developed new promotional materials, a general brochure, volunteer application,

Good Food Club brochure and Property Improvement Program brochure. We also operate a regular email events list and host a bimonthly networking meeting with local agencies.

We also administered the Small Grants program. In 2008 the following projects were funded in the neighbourhood:

- Art City
- Broadway Neighbourhood Centre
- Broadway Seniors Resource Centre
- Canadian Centre for Policy Alternatives
- Cornish Child Care Centre
- Gordon Bell Parent Advisory Council
- Improv Experience
- Kikinaw Housing Inc.
- Love & Rage
- Resource Assistance for Youth
- Spirit Park Gardening Committee
- West Broadway BIZ
- West Broadway Housing Resource Centre
- Westminster Housing Society
- Wolseley Family Place
- Young United Church
- WBDC: Broadcaster; Spring Clean Up; Tree banding

The work of a not-for-profit is never-ending. I owe my deepest gratitude to our hard working volunteer Board of Directors, especially Saul Henteleff, our Board Chair. Their energy and dedication to making good decisions in the best interest of the neighbourhood is inspiring. And thank you to all of the volunteers, residents and my colleagues for all of your work. It is an honour to *renew our community together*.

## Housing Development Coordination

*Brian C. Grant, Housing Development Coordinator*

Housing projects and initiatives are always exciting to report on.

We want to thank local housing stakeholders, community agencies and residents that participated in a consultation process to decide what to do with five vacant lots that WBDC had assembled over the years. Two events were held. A workshop with housing experts last October to gather ideas on the best viable infill housing designs. Secondly a community consultation, November 27, 2008, was held where residents and other interested parties learned about multi-residential infill housing and about green development options. Based on these consultations an infill development plan has been approved by our Board of Directors. This Spring *Request for Proposals* were distributed to the housing development industry. WBDC will be working with the successful candidates to secure funding to develop these new housing opportunities for families and individuals alike in West Broadway.

In 2008, the Winnipeg Housing & Homelessness Initiative and WBDC sponsored *Property Improvement Program* (PIP) had the highest intake since the program began in 2002; homeowners and rental property owners completed 45 exterior improvements valued at \$167,000. *Energy Star* windows and doors are the most popular project; West Broadway property owners are serious about environmental awareness.

Following on the success of *PIP*, WBDC has been working closely with Provincial Department of Science, Technology, Energy and Mines and Manitoba Hydro to develop an energy and water efficiency retrofit program

for West Broadway's aging apartment buildings. In Summer 2008, WBDC conducted a survey to gather information on a random sample of apartment buildings. Greg MacPherson compiled the findings in a report that has been submitted to Manitoba Science, Technology, Energy and Mines and Manitoba Hydro with program ideas that could address current gaps are being proposed. Hopefully governments will provide available funding to reduce high energy costs amongst low income renters and in the future, this program will breathe new life into rental housing stock in one of Winnipeg's oldest neighbourhood.

In addition to WBDC directly sponsored housing initiatives, West Broadway Housing Stakeholders such as *Westminster Housing Society* and *KIKINAW Housing* continue to find new opportunities to add to their low income housing portfolios. Projects such as these provide many rental options for low income and medium income households to stay in the neighbourhood.

WBDC is very concerned with rising rents in the neighbourhood and particularly above-rent guideline increases and resident displacement. WBDC requested a meeting with the Minister responsible for the Residential Tenancy Act and Minister of Housing to bring this issue to their attention. We will continue to follow up on this. If you are interested in getting involved please let us know. A public education event was held May 2008 with Residential Tenancies Branch (RTB) provided important information for renters, empowering them to work through these issues with their landlord and with help of RTB.



# Green Space Development

By Molly McCracken, Executive Director

WBDC has an ongoing commitment to creating more accessible green spaces in the neighbourhood, for example we have been supporting the efforts of the Gordon Bell students and alumnae to secure their “Dream of Fields” of the vacant lot adjacent to the school.

## Green Space Development Plan

In May 2008, Farrar Brodhead was hired as Green Space Development Coordinator to gather ideas for a Green Space Plan for the neighbourhood. The Green Space Plan has been built with community input to identify and work to improve access to green space in the neighbourhood, through partnerships with West Broadway residents, organizations and businesses. Nine consultations and focus groups were held between August and December 2008, with over 150 people participating throughout the process. The goal of the green consultation process was to create as great a variety of opportunities for community members to participate, to ensure as many people as were interested were able to contribute what could happen in current and future green spaces of West Broadway. The large response indicated how important green spaces are to quality of life. Thank you to everyone who participated.

A copy of the draft plan was circulated to all participants and has now been finalized. We will be sending copies to all who participated; it will also be available on our web site [www.westbroadway.mb.ca](http://www.westbroadway.mb.ca) and at our offices at 608 Broadway by the end of July, 2009.

## Community Gardens

Spirit Park, Boulder Park and Sherbrook community gardens are also supported by WBDC. WBDC organizes funding for staff time to facilitate community gardens and programming with the gardeners. WBDC staff

supported each garden committee to meet regularly to coordinate the activities in the gardens and to facilitate communication in the gardens. Last summer the garden committees organized eight educational workshops in total. The garden committees also hosted work parties and weeding parties. Additionally WBDC worked with the garden committees to develop rules and guidelines for the gardeners and for the first time a process was developed to register the gardeners. WBDC also developed a Memorandum of Understanding with Spirit and Boulder Parks to outline roles and responsibilities.

In the Summer of 2008, for the first time, we have equipped community gardens with rain barrels made from reclaimed materials, and taught area gardeners how to build and maintain the barrels. WBDC staff was involved in organizing the Inner City Garden Tour in August, 2008.

## Urban Green Team

WBDC employed two local youth to work as Urban Green Team. We also supervised the West Broadway BIZ Green Team, three employees. Thanks to Resource Assistance for Youth (RaY), we were able to employ youth from their Odd Jobs program. WBDC also hosted four Green Wave Youth to work one day a week maintaining green spaces in the neighbourhood.

## Urban Agriculture

In 2008, WBDC developed a partnership with Clinic Community Health Centre and the Landless Farmer’s Collective to develop an Urban Agriculture pilot project at 545 Broadway, to showcase and teach organic growing techniques and provide food for those in need at Agape Table, Broadway Neighbourhood Centre and the Good Food Club. The site produced approximately 1.5



tonnes of vegetables. This was also the site of the Good Food Club's weekly vegetable market in July and August, where over 400 locals attended to purchase low – cost vegetables. It was also a community connecting event, which enhanced social cohesion. In 2009, residents are being trained to manage the site.

### **Composting**

WBDC supported the formation of a resident volunteer Composting Team. The group builds, repairs and maintains 20 community compost bins in six sites around the neighbourhood. To build education and awareness, three workshops on composting took place.

The Compost Team developed a “Leaf it with West Broadway” program, publicized throughout the neighbourhood. Residents were encouraged to drop their leaves off at each of the three community gardens and at WBDC's shed lot in order to provide

sufficient brown materials for compost throughout the year.

WBDC supports these composting efforts as well as Small Grants funding for the annual Spring Clean Up (115 residents May 9<sup>th</sup>, 2009) and organized 18 volunteers to do Tree banding of approximately 250 trees on the boulevards. Thanks to RaY for finishing the job and also removing the bands this year.

### **Thank you**

All of the above could not be possible without the many volunteer hours of residents who care for our community. Thank you for all your efforts to make West Broadway green! Thank you also to Neighbourhoods Alive!, Manitoba Conservation, Winnipeg Foundation and Urban Green Team for funding as well.

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## **Good Food Club**

*Tammy Klos, Coordinator*

The Good Food Club (GFC) makes healthy, nutritious, affordable food available in West Broadway and inner-city Winnipeg, regardless of income level.

We have had a very successful year. We have grown from 25 members last year at this time to 195 active, 28 supporting and 5 organizational members. Thank you to everyone for your support.

From October to May, Good Food Boxes were distributed with a total of 200 boxes of healthy food distributed to GFC members. From September to May, seven community cafes were held with an average of 40 people at each. The cafes had great entertainment and very yummy food of course. At our Fall Supper we had over 120 people come for a delicious dinner that was lovingly prepared and served by 8 GFC members.

We were also fortunate to have 5 turkeys donated by Mark Loewen.

The farm trips last summer were great fun and we are looking forward to starting them up again this year. Unfortunately the Wiens Family Farm was badly flooded and we have not been able to get out as soon as we had hoped. Hopefully by the time you are reading this we are on our way.

The Veggie Van Market was also very successful last summer. We decided to hold the market on Thursdays from 4-6 at Klinik on Broadway so that we could showcase our Urban Agriculture pilot project. The Urban Ag pilot is a partnership between WBDC, Klinik Community Health Centre and The Landless Farmers Collective. The LFC planted and maintained the beautiful site and will be doing so again this summer. The food that was harvested from the land was donated to Agape table, Broadway Neighbourhood Centre

and The Good Food Club. As for the market, we held 12 Thursday market days, very few with rain, and we pretty much sold all the produce that we had each week.

In March we held our annual membership planning event, where the membership gave feedback and ideas on how to build and improve the program. We will be working on this in the upcoming year.

Jennifer Neufeld, our CCEDNET Intern did a fantastic job of expanding the market with various crafters and musicians most weeks. Jennifer also did some great research on starting up a social enterprise out of the GFC. After meeting with the membership and doing extensive research on the 5 topics that were chosen, a soup making business is what emerged. At this point we are waiting on funding to go forward with the plans.

Thanks to support from Neighbourhoods Alive!, we have just hired a fundraiser who will help us

further develop our membership and continue to bring in funds. **Donations are always welcome and we can issue a charitable tax receipt.** We also now have a great new logo and pamphlet so we can get the word out with a more professional look.

Locating funding continues to be a priority. Thanks to our current funders: Anonymous Donor, Assiniboine Credit Union, Heifer International, Public Health Agency of Canada. Thanks to the Manitoba Food Charter for all their support. We are proud to be a signatory to the Food Charter.

We are pleased to announce that the GFC was nominated for the Golden Carrot Award in October 2008 and won the Healthy Living Award from the Reh-Fit Foundation in April 2009.

We are looking forward to another great year and also to your continued support of this fantastic program.

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## West Broadway News and Views: The Broadcaster Community Newspaper

*Oanh Pham, Coordinating Editor and Office and Volunteer Coordinator*

From hot topics like Gordon Bell Dream of Fields to the heart-felt sense of community pride article Community Rocks!, the Broadcaster tells the stories of our neighbourhood. This year editions were published in August 2008, November 2008, March, 2009 and June 2009.

The Broadcaster would not have been complete without the help of community members such as writers, editors, photographers and a big thank you to the Content Committee. The Broadcaster has a Content Committee to guide the paper. Over sixty West Broadway residents contributed to the paper in 2008/ 2009.

**The Broadcaster needs YOU!!** Have a story you want to tell? Drop by our offices at 608 Broadway or send your story idea to: [broadcaster@westbroadway.mb.ca](mailto:broadcaster@westbroadway.mb.ca). All stories

must be pre-approved by the Content Committee and Content Editor, and resident contributors receive \$25 honorarium to acknowledge their contributions. The Broadcaster welcomes notices for events from local groups.

The next deadline for content is August 5<sup>th</sup>. Watch for the autumn edition of the Broadcaster in September of 2009.

Thank you to our regular advertisers: Assiniboine Credit Union, Counsellor Jenny Gerbasi, MLA Rob Altemeyer and MP Pat Martin. Thank you to Resource Assistance for Youth (RaY) Odd Jobs for distributing the paper. The Broadcaster is made possible through core funding to the West Broadway Development from Neighbourhoods Alive!

## **Board of Directors 2008/2009**

### **Executive:**

Saul Henteleff – Chair  
Thelma Randall – Vice Chair and Secretary  
Ahmed Durani – Treasurer

Brent Mitchell  
Daniel Negussie  
David Pankartz  
Dan Rempel  
Louis Ricciuto  
Wendy Sawatzky  
Michelle Slota  
Joe Welty

### **Members at Large:**

Maengon Linklater  
Mario Lopes  
Leah McCormick

## **West Broadway Development Staff 2008/ 2009**

Molly McCracken	Executive Director
Brian Grant	Housing Development Coordinator
Allyson Watts	Accountant
Tammy Klos	Good Food Club Coordinator
Farrar Brodhead	Green Space Development Coordinator
Shelagh Graham	Green Space Development Coordinator
Oanh Pham	Office and Volunteer Coordinator
Colleen Hrabí	Office and Volunteer Coordinator
Greg MacPherson	Energy Efficiency Coordinator
Jennifer Neufeld	Good Food Club Intern
Gene Watson	Green Team
Chris Naayen	Green Team
Stefanie Hannah	BIZ Green Team
Amanda Hallett	BIZ Green Team
Karly Davis	BIZ Green Team