



# ANNUAL REPORT 2018 - 2019

JAMAICAN CANADIAN ASSOCIATION ALBERTA



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# PRESIDENT'S REPORT

Another year goes by and the JCAA continues to be an important part of the diverse cultural fabric of Calgary. For the last administrative year, there were several initiatives that were triggered as we continued working to reaching further into the community. We continued our efforts to be more visible in the community by promoting the association at Riddim West (by Reggaeifest), Business Extravaganza, Carifest and Unghanasia by Woezo Arts.

The major events hosted by the association in 2018-2019 were our New Year's Eve Gala, Taste of Jamaica, Jamaica 57 Independence celebrations and the Summer BBQ. As part of the Taste of Jamaica expo, this year we added an Investment Seminar where, in conjunction with Jamaica National and JAMPRO, we shared



information on economic activity and investment opportunities in Jamaica. It was a promising initiative with much potential.

During the year we continued our participation in the Caribbean Black History Month celebrations (in collaboration with the other Caribbean associations). The growth of this event continues to validate the value of working alongside our other Caribbean sister organizations. We also continued to be the primary

convenor of the Caribbean Presidents' Forum. All these investments ensured that the JCAA continues playing its role in the wider community. The JCAA was present in the Carifest parade. Our numbers were lower than in 2018 however we considered it important to be part of a successful Carifest

Jamaica's 57<sup>th</sup> anniversary of political independence was celebrated through three events, a church service at the Berean International Church of God, a flag-raising ceremony at City Hall and a civic ceremony held at the Evergreen Community Spaces. During our civic ceremony we recognized the 2018-2019 scholarship recipients. This year the association awarded nine (9) scholarships valued at \$1000 each.

We also continued our efforts to acquire an operating location. An offer was placed on a location at 609 33<sup>rd</sup> Street NE. We recently received approval from the City of Calgary for the building use and initial design. Once the legal paperwork is completed, the JCAA will be the owner of a place to "call our own". There is a lot of work to have this location ready for use in 2020 and we are excited about the opportunities for engagement that having this location offers.

During the year, the Benevolent Fund was formally launched. This fund provides a dedicated pool of funds to support members of our community in time of difficulty and fits within our strategic plan. There were three disbursements from the Benevolent Fund during the year.

Several areas of the association's operations remain a source of challenge and frustration. We are still struggling to get a youth program built and executed. Our marketing, branding and social media strategies and practices are either weak or non-existent. The broadening of our revenue streams and having successful fund-raising events have not been consistent. We still have a lot of work to do and need more skilled and committed people to get it done. That said, the JCAA has a role to play in Calgary and beyond. It is critical that we accept that challenge and dedicate our energies to playing that role well.

*Donnovan Simon*

President 2018 - 2019



# ADMINISTRATION REPORT

The Executive for the year was:

• President	Donnovan Simon
• Vice President	Robert Shippie
• Treasurer	Verona Sinclair
• Secretary	Anice Thomas
• Asst. Secretary	Hermalyn Reid-Simon
• Membership Secretary	Dorett Maverley
• Asst. Membership Secretary	Sherrien McBean
• Social Convener	Tony Singh
• Social Convener	Mike Brown
• Youth Coordinator	Nicole Colley-Lewis
• Public Relations Officer	David Pennant

Below is the attendance summary for meetings held during the 2018-2019 year:

Name	Exec Meeting		General meeting		Comments
	Present	Absent	Present	Absent	
Donnovan Simon	10	0	7	0	
Robert Shippie	8	2	5	2	
Verona Sinclair	8	2	6	1	
Anice Thomas	10	0	7	0	
Hermalyn Reid-Simon	7	3	6	1	
Dorett Maverly	9	1	5	2	
Sherrien McBean	7	3	0	7	
Tony Singh	9	1	6	1	
Mike Brown	4	6	7	0	
David Pennant	6	4	5	2	
Nicole Colley-Lewis	8	2	5	2	
Date	Theme				Attendance
November	Education Night				25
January	General Monthly Meeting				32
March	General Monthly Meeting				38
April	<i>Meeting Cancelled Due to Inclement Weather</i>				
May	Themed Meeting- Karaoke/60's Music and Games Night				32
June	General Monthly Meeting / Member Profile				35
July	Youth Engagement Night				28
August	General Monthly Meeting / Member Profile				35
September	Education Night – Documentary: German Town				65

# FINANCIAL REPORT

	As of 1/11/2017	As of 1/11/2018
<b>Opening Balance</b>	<b>\$22,570.51</b>	<b>\$24,426.85</b>
<b>Net Income</b>		
Taste of Jamaica	\$25,239.95	\$1,623.53
New Year's Eve Gala	\$3,008.55	\$2,158.54
Membership Fees	\$745.00	\$1,029.20
Donations	\$2,057.00	\$1392.30
Merchandise		\$123.00
Other		\$409.58
<b>Expenses</b>		
Taste of Jamaica	\$28,584.80	\$31,603.78
New Year's Eve Gala	\$10,829.90	\$11,361.46
Summer BBQ	\$3,273.70	\$1520.08
CHSC Sports Day	\$2,421.18	\$0
Independence	\$2,419.70	\$1,090.74
Carifest	\$5,446.83	\$0
Merchandise	\$2,559.50	\$0
Building acquisition	\$0	\$6,220.75
Bereavement Fund	\$0	\$998.64
Black History	\$0	\$251.60
JCAA General Account	As of 30/9/2018	As of 30/9/2019
<b>Closing Balance</b>	<b>\$25,337.77</b>	<b>\$6826.33</b>
<b>AGLC Funds</b>	As of 30/9/2018	As of 30/9/2019
Redeemable 1 Yr. GIC – ATB		\$540,322.91
Redeemable 1 Yr. GIC – Scotiabank	\$52,491.20	\$53,145.60
<b>Total Investments</b>	<b>\$52,491.20</b>	<b>\$593,484.51</b>
<b>AGLC General Account Balance</b>	<b>\$611,300.94</b>	<b>\$20,868.38</b>
<b>Total AGLC Funds</b>	<b>\$663,792.14</b>	<b>\$614,336.89</b>

## NOTES:

1. There were no grants received to support Taste of Jamaica expenses
2. The building being purchased is for \$540,000 with a \$300,000 mortgage from ATB. A \$25,000 deposit has been placed on the location. The building fund allocation from the AGLC account is \$449,000.
3. There was no casino disbursement from AGLC in 2019

# OPERATIONAL PLAN REPORT

As part of the executive transition for 2018-2019, a planning session was held in November 2018. From this session an operational plan for the year was developed to guide the effort of the different members of the executive. Below are the actions and results for each area.

## Administration

Action	Results	
1. Leadership training	Some exec members attended Governance training offered at Bow Valley college.	Yellow
2. Elections committee	Not done	Red
3. Standard Operating Procedure Document	Done – version 1 implemented	Green
4. 2019 Operation Budget	Done	Green
5. Revenue Streams	No new streams implemented	Red
6. Operations - <i>Business Plan for Operating Location</i> - <i>Building Acquisition</i> - <i>Website Refresh</i>	Done In process – see notes below Done – refreshed website launched in August	Green

## Youth

1. Youth Engagement Meetings - March 16 <sup>th</sup> - May	Two meetings were scheduled with limited turn out. May meeting had two (2) youth and none in the July meeting. Youth program reset recommended.	Red
2. Calendar of Activities	Not done	Red

## Membership

1. New Membership – target – 15 new members	23 new members signed up during the year and there were 54 renewals	Green
2. Marketing Plan – attend community events	We participated in 7 community events: <ul style="list-style-type: none"> <li>• <i>Unghanasia by Woeza Arts</i></li> <li>• <i>Caribbean Black History Celebrations</i></li> <li>• <i>Taste of Jamaica</i></li> <li>• <i>Reggae West</i></li> <li>• <i>Independence Civic Ceremony</i></li> <li>• <i>CAAA Business Extravaganza</i></li> <li>• <i>Carifest</i></li> </ul>	Green
3. Membership demography - monthly	Not done	Red
4. Membership database - increase contact with current members		Yellow

## Public Relations

Action	Results	
1. Increase Social Media Presence	FB likes increased from to 1075. Not much work done on the other social media platforms	Yellow
2. Produce Marketing Collateral	Not done	Red
3. Equipment for archiving	Not done	Red

Below are the events that were included in the operational plan for 2018-2019.

Date	Activities	Status
January 26, 2019	General Monthly meeting	Green
February 23, 2019	Caribbean Black History Celebrations	Green
March 30, 2019	General Monthly Meeting	Green
April 20, 2019	Taste of Jamaica After Party	Green
April 27, 2019	General Monthly Meeting	Green
May 25, 2019	<i>Theme: Karaoke Night / 60's Music &amp; Games Night</i>	Green
June 29, 2019	General Monthly Meeting / Member Profile	Green
July 1, 2019	<i>Canada Day Celebrations</i>	Red
July 27, 2019	<i>Theme: Youth Engagement Night</i>	Yellow
July 28, 2019	Independence - Church Service	Green
August 3, 2019	Independence - Flag Raising & Civic Ceremony	Green
August 11, 2019	Summer BBQ & Volunteer Appreciation	Green
August 17, 2019	Carifest	Green
August 31, 2019	General Monthly Meeting / Member Profile	Green
September 14, 2019	Caribbean Heritage Sports Competition (CHSC)	Red
September 28, 2019	<i>Theme: Saturday Night at the Movies and Potluck</i>	Green
October 26, 2019	Annual General Meeting	Green
November 30, 2019	<i>Theme: Education Night</i>	Green
December 31, 2019	New Year's Eve Gala	Green

### NOTES

1. The CHSC cancelled Sports Day for 2019 with the goal of returning in 2020
2. The executive decided to not participate in Canada Day celebrations as it was not financially feasible
3. The Youth Engagement night (July) did not materialize as intended. Youth program reset required.
4. Approval for the building acquisition has been received from AGLC and the City of Calgary.



# EVENTS SUMMARY

## New Year's Eve Gala



Another great time was had by all at our 2018 NYE Gala held at the Executive Royal Hotel. This was another financially successful event for us with 175 tickets sold. The event received great reviews for the energy, food and overall vibe that it provided. It has also become a calendar event for many non-Jamaican patrons in addition to the many repeat attendees. We look forward to having another great event to end 2019.

## Caribbean Black History Month Celebrations

As was done in 2018, our association collaborated with other Caribbean associations to promote our culture during Black History Month. On February 28<sup>th</sup>, 2018 there were numerous presentations that exposed the perspective of the Caribbean community to Calgary. The event held at the Evergreen Community spaces featured a guest speaker and a panel discussion. The JCAA also had a display and information booth at the event.



## Taste of Jamaica

The annual showcase of Jamaican culture continued with another full offering of our culture to the Alberta community. The event was highlighted by Juno Award winner Nana McLean who showcased her outstanding talent to the delight of the patrons. This year, Taste of Jamaica also included an Investment Forum in partnership with Jamaica National and JAMPRO. This event was well received and shared valuable information with the community. A talent hunt, Spotlight, was also added to this year's event. The auditions were held at the new Central Library. Unfortunately, there were not enough entrants to deliver on our desired goal. Overall a good event was produced. The JCAA is grateful to its sponsors, partners, suppliers and volunteers for the part they played. We did not meet our financial objective for the event which had an impact on other programs supported by the association. While this event has been going on for nearly 30 years, there is need to revisit it's format for future editions of this cultural showcase.



### Jamaica 57<sup>th</sup> Independence Celebrations

As with previous years, the JCAA celebrated Jamaica's anniversary of gaining political independence with three events. On July 28<sup>th</sup> a church service was held at the Berean International Church of God. Pastor J. Hackett and the congregation did a fantastic job hosting us. On Saturday August 5<sup>th</sup> a flag-raising ceremony was held at City Hall where the Jamaican flag flew for the day. Later that evening a civic ceremony was held at the Evergreen Community Spaces where the Alberta Minister of Culture Multiculturalism and Status of Women, Leela Aheer brought greetings on behalf of the Government of Alberta. During the ceremony the 2019 scholarship recipients were recognized as were the recipients of the 2019 President's Award. Heather Harding, Anice Thomas and Olive Lewis were this year's President's Award recipients. The evening was capped by several cultural performances and a serving of great Jamaican food.



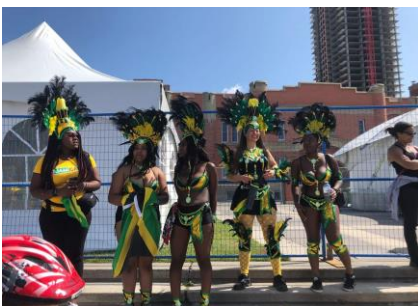
### Summer BBQ

Another year. Another great event. The threat of rain did nothing to dampen the spirit and energy of those who attended. There were games, music and great food and a fun time was had by all. For this year's event, we did not have the volunteer appreciation element, as done in previous years, as our finances did not allow that. This did not have any noticeable negative effect on attendance and participation



### Carifest 2019

The JCAA Mas Band was once again a part of the Carifest parade. The colorful costumes of our revelers and the unique vibes of our music added a special dimension to the event. The Jamaican truck and dancers captured the focus of many as we marched down Stephen Avenue to Shaw Millennium Park. While those who participated had fun, there was a tinge of disappointment with the overall turnout of revelers. We hope that for the 2020 parade we can attract more persons interested in jumping in the parade.





# SUPPORTING THE COMMUNITY

The association continued its support for the community in 2018-2019 in several ways. This year the Sickle Cell Foundation of Alberta (SCFA) was selected as our primary local charity. A donation of \$5000 was made to the foundation to support their efforts to educate the community about the sickle cell disease. The SCFA was provided an opportunity to present at one of our monthly meetings and provided with space to promote their efforts at Taste of Jamaica 2019.



*President Donovan Simon handing over the JCAA's donation to the Sickle Cell Foundation of Alberta*

The JCAA awarded nine (9) scholarships during the year to support persons pursuing tertiary education. The recipients of scholarships this year were:



*Some of the 2019 scholarship recipients being recognized at our Independence Civic ceremony*

- Anika Cripps
- Haaziq Altaf
- Ebunoluwa Omidele
- Ann-Kerry Laguerre
- Hamzah Naeem
- Janelle Brookes
- Kortnee Paiha
- Phillip Carr
- Jacinth Carr

There were several other entities that were supported by the association during the year. These included:

- Destiny Performing Arts Institute
- Hope Revival Tabernacle Fellowship of Calgary
- The League of International Chefs' Association
- Berean International Church of God
- Attendees to Alberta Law Day 2019

The contributions made to these organizations reaffirm the JCAA's commitment to being a positive contributor to the Calgary community in as many ways as is possible.