

**FRIENDS OF THE VILLAGE OF ROCKCLIFFE PARK FOUNDATION**  
**“The Village Foundation”**

**ANNUAL GENERAL MEETING**

**Wednesday, February 17<sup>th</sup>, 2010, 7:30pm**  
**Rockcliffe Park Community Hall, 380 Springfield Road**

**Chairman’s Remarks**

Throughout my chairmanship, and especially at these AGMs, and most recently in the Newsletter, I have noted (more in sorrow than in anger, so-to-speak) how little known and under-appreciated the Foundation seemed to be as a unique (at least in Ottawa) institution dedicated to the well-being of this community.

We have been devoting considerable time and effort recently to seeing whether we can improve on this situation, culminating in the recent launch of a Foundation website ([www.rockcliffeparkfoundation.org](http://www.rockcliffeparkfoundation.org)) which is both attractive and informative. This project has been skillfully and imaginatively managed by Bonnie Robinson and Brian Montgomery, with a very special contribution by Laureen Harper, who has become an honorary Rockcliffer through her participation in Brian’s “Hosers” group and her invaluable help with the layout of the website. A big vote of thanks for all three. I am confident that the long-term success of this project will be measured in a higher profile for the Foundation and its work, and a wider appreciation of the possibilities it offers for involvement in the community. I personally shall always be proud of having chaired the Foundation as this came into being, and in that capacity encouraging this creative effort by members of the Board.

Which reminds me: At this meeting, I will have completed five years as Chair of the Board, and I have decided that the time has come to pass the torch, marking a new era for the Board. Further personnel details will be announced in John Cadham’s Report on Nominations, and at that time I will wish to express my gratitude for the generous help I have been able to count on from a talented and committed group of Board members.

Together we have been able to do some things and make some important decisions to strengthen the Foundation in a period of transition from its “founding” mode to a more activist “So-what-should-we-be-doing-now” outlook.

I was elected Chairman just as a long-term Village project – writing a history of Rockcliffe -- was nearing completion with the Foundation having played a significant role in support of others who carried the project forward. The much anticipated official launch was a great success, and we have never looked back, except with much satisfaction, as Martha Edmond’s admirable book continues to attract attention and praise – and buyers; a total of roughly 1450 volumes have to date been purchased. Beyond

that, the publisher, and Books on Beechwood (as well as the Foundation itself) hold sufficient stock (about 600) to ensure that we will be able to meet the small but steady demand for the foreseeable future. An excellent contribution to defining and strengthening the character of the Village. A vote of thanks in this connection is due to Jean Barton and Books on Beechwood for their marketing efforts.

Other major activities of the past five years might also be mentioned. First, we have introduced some modest, but important, changes to the investment policy under which we manage our endowment, and as a result (and, as implemented) they have stood us in good stead in weathering the stresses of the world economic slow down; today our portfolio is stronger than it has ever been. In achieving this result, we have had the help of RBC Dominion Securities in the person of Mark Ellis, and two highly competent Treasurers, Mike Edwards and subsequently Grant McDonald. They all deserve our gratitude for their steady professional management skills.

Closely related to portfolio management is the question of fund-raising. We have spent quite significant time and effort over the past few years on an in-depth study of the “why” and “how” of fund-raising, which early on we decided was going to be essential if we wanted to position the Foundation in such a way as to be able to help meet the demands on it for support in responding to the increasing requirements of a changing community. We have, I believe, created a solid understanding for future efforts to provide a wider and stronger financial base. This is one area where our new website will prove very useful – and in this connection let me direct your special attention to what it has to say about Planned Giving. Other ideas for more specific programs are in various stages of being developed.

And finally, let me say a word or two about our relations with the RPRA. In the course of re-thinking and re-working our Mission Statement, as part of the transitional phase I spoke of earlier, we were, all of us, impressed by the by the congruence of objectives as between ourselves and the RPRA; even if our approaches were somewhat different, by and large our objectives were seen as virtually identical. And so, in order to ensure that we did not stumble over each other’s feet while attempting to grapple with the same community problems, we organized a first ever “think in” with the RPRA to find ways of working more closely together. This get-together for a free exchange of ideas and opinions took place in November and I think I speak for all concerned when I report that it was an enjoyable and productive evening.

To be brief, there was a realization that the protection and preservation of the Village’s built heritage required more work on the community’s part, and the RPRA has, I understand, been looking into some of the preliminary official requirements that must be correctly understood before we can mount an effective strategy in the near future. Equally, we saw a somewhat related need for a concerted effort towards a wider public appreciation of what the official Heritage Designation means for the quality of life in the Village, and the need for a small joint committee of possibly six representatives of the

two organizations to mull over ways and means to develop a more compelling awareness of the uniqueness of Rockcliffe and of strengthening its vitality. And, directly related to these efforts, we have envisaged a special committee on tree planting to find ways of preserving the vigour of the so-called Green Canopy by drawing perhaps more fully on the City’s existing programs in this field in a strategy that would maximize our

own community efforts in an area where our own achievements so far have been very much the work of Iola Price. This particular environmental objective is one to which the Foundation attaches special importance.

All these things of which I have spoken will help, I hope, to guarantee a steady road forward for the Foundation as it moves into and through the second decade of its existence.

And with that thought, I conclude the current Chairman's Valedictory.

**Tom Delworth**