

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, January 9th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** To be elected
- MEMBERS:** Dawn Leite, Allied Arts Council
Mark Campbell, Councillor
Clara Piedalue, Citizen-at-large
Melissa Wiebe, Citizen-at-large
Bonny Greenshields, Citizen-at-large
David Foster, Downtown BRZ
Lorien Johansen, Lethbridge Historical Society (LHS)
Erin Crane, Economic Development Lethbridge (EDL)
Grace Duff, Development Industry (BILD)
Jordon Head, Citizen-at-large
Marcia Nesch, Citizen-at-large
- OTHERS:** Jeff Greene, Director of Property Services
Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Constable Nick Cousineau, Lethbridge Police Service
- REGRETS:** Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Zamir Ali, Lethbridge Chamber of Commerce
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CALL TO ORDER:

The meeting was called to order at 4:01 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

E. Crane moved that the agenda be approved with the following amendment:

- Move “Membership” to 4.

CARRIED

ADOPTION OF MINUTES:

D. Leite moved that the minutes of December 12th, 2018 be approved.

CARRIED

MEMBERSHIP:

- Election of the 2019 Chair:
 - D. Leite let her name stand for the 2019 Chair of the Heart of Our City Committee.
 - D. Leite was elected as the Chair of the Heart of Our City Committee for 2019.

- D. Leite chaired the remainder for the meeting.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report (Constable Nick Cousineau):
 - The Downtown Police unit will be starting their own Twitter feed soon.
 - The McDonald's Downtown has contracted out a two (2) person security team for their busier hours.
 - SAGE Clan (Serve-Assist-Guard-Engage):
 - Mr. Brave Rock is currently using his personal vehicle and the group currently wears orange safety vests.
 - Volunteers are needed and opportunities are not just for those with lived experiences or First Nations heritage, anyone interested in helping out in our community is welcome to volunteer.
 - Supervised Consumption Site – December 14,811 visits, November 18,167 visits and in October 19,617 visits.

BUSINESS ARISING FROM THE MINUTES – Nothing to note

PROJECTS:

- Celebrate Downtown Update:
 - The updated report was shared with the committee and points of interest were as follows:
 - The Survey Monkey link is ready to go; C. Piedalue will e-mail it to the committee shortly.
 - Tara Grindle will be the new Communication Consultant.
 - The Celebrate Downtown launch will take place this Monday, 10:30 a.m. at SAEA.
 - Once complete, sponsorship packages will be e-mailed to the committee.
 - The previously approved HOC contribution for 2019 is \$2,000.
 - 2019 Downtown Clean and Safe Strategy:
 - A presentation will be made to Council on Monday, January 14th at 1:30 p.m. and the HOC committee is encouraged to attend to show support. Following the presentation, the strategy will be available on the City of Lethbridge website.
 - The strategy is led by the City of Lethbridge in collaboration with other groups such as the Heart of Our City, Lethbridge Police Service, Lethbridge Chamber of Commerce and so on.
 - A subcommittee is being created for the Downtown Safety Education Program.
 - L. Johansen moved that D. Leite and E. Crane be appointed as the Heart of Our City representatives on the Downtown Safety Education subcommittee.
- CARRIED**
- A. Malcolm will share the digital copy of the strategy after it has been made public on Monday and the committee is encouraged to share the strategy with their organizations.
 - Strategic Planning Workbook – Review and Q & A:
 - A. Malcolm will share a digital copy of the workbook with the committee.
 - Prior to completion of the workbook the committee should go back to their perspective groups for input.
 - The workbook should be completed and returned to A. Malcolm by February 1st.

PROGRAMS – Nothing to note

BUILDINGS:

- Park n Ride Transit Terminal:
 - A. Malcolm has had the opportunity to tour the building.
 - A high level parking strategy is currently being worked on.
 - Committee suggestions include:
 - Consider having an attendant in the washroom?

- Expand the Clean Sweep Program to include a washroom attendant?
 - Have an onsite Janitorial service?
- The Oliver Building has four (4) new tenants.
- The first large HOCHIP sign has been hung on the corner of 5th Street and 6th Avenue.

BUDGET (QUARTERLY):

- The year to date budget and actuals were shared with the committee. Points of interest were as follows:
 - The 2019 projected budget is currently being worked on.
 - Downtown Washroom:
 - The operational side will still be managed through A. Malcolm however effective January; the washroom expenses will be covered by Facilities.
 - The washroom has been closed until the Clean and Safe Programs are up and running.
 - Historic Plaques – The surplus will be carried over to 2019 and used for plaque cleaning and repair as well as alleyway signage.

WHAT'S HAPPENING:

Citizen-at-large (J. Head):

- Treaty 7 Housing in collaboration with the City of Lethbridge is currently in the process of applying for Provincial funding for housing.

Councillor (M. Campbell):

- Councils current priorities is to share the message of current programs in the downtown.
 - G. Duff will share the Downtown Clean and Safe Strategy with the BILD group.
 - The committee and administration asks that Grace speak with BILD and find out if the current programs such as HOCHIP and TRIP are the most useful and from the builder and developer perspective what is the barrier that they are seeing. What ideas would encourage development? Is there something that is missing?

Lethbridge Historical Society (L. Johansen):

- Plaques and back alley signs will be moving forward in 2019.

Economic Development Lethbridge (E. Crane):

- EDL will have four (4) available board openings in April.
- EDL's Director of Marketing and Communication position is currently available.
- The Blockchain Series focused on agriculture will be commencing in January, more information is available on EDL's site.

Citizen-at-large (M. Wiebe):

- The new Film Series will commence on January 16th and 23rd at the Lethbridge Library.
- Public Professor will be at the downtown Sandman Hotel on January 24th.
- The U of L Art Gala will take place at the Downtown Penny Building on January 31st.
 - A. Malcolm will touch base with T. Stilson to see if the ambassador program is up and running and have them switch their schedule for that night.

Allied Arts Council (D. Leite):

- Casa will have their Gallery Opening on Saturday night.
- Casa's Family Fun Day will take place February 18th from 12-4:00 p.m.

FUTURE TOPICS:

- Strategic plan

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ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none">• Share the digital copy of the 2019 Downtown Clean and Safe Strategy with the committee after it has been made public on Monday.• Share the digital copy of the Strategic Planning Workbook with the committee.• The U of L Art Gala will take place at the Downtown Penny Building on January 31st. Touch base with T. Stilson to see if the Ambassador Program is up and running and have them switch their schedule for that night. <p>C. PIEDALUE:</p> <ul style="list-style-type: none">• E-mail the Celebrate Downtown Survey Monkey to the committee. <p>ALL:</p> <ul style="list-style-type: none">• Strategic Planning Workbook:<ul style="list-style-type: none">○ Prior to completion of the workbook the committee should go back to their perspective groups for input.○ The workbook should be completed and returned to A. Malcolm by February 1st. <p>G. DUFF:</p> <ul style="list-style-type: none">• Speak with the BILD group as per above.
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NEXT MEETING:

The next regular meeting will be held Wednesday, February 13, 2019

ADJOURNMENT:

Meeting adjourned at 5:59 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, February 13th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor
Clara Piedalue, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Erin Crane, Economic Development Lethbridge (EDL)
Grace Duff, Development Industry (BILD)
Jordon Head, Citizen-at-large
Marcia Nesch, Citizen-at-large
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Zamir Ali, Lethbridge Chamber of Commerce
- OTHERS:** Jeff Greene, Director of Property Services
Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Constable Ryan Darroch, Lethbridge Police Service
Constable Timothy Kreft, Lethbridge Police Service
- REGRETS:** Melissa Wiebe, Citizen-at-large
Bonny Greenshields, Citizen-at-large
David Foster, Downtown BRZ
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CALL TO ORDER:

The meeting was called to order at 4:04 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

C. Piedalue moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

L. Johansen moved that the minutes of January 9th, 2019 be approved.

CARRIED

MEMBERSHIP – Nothing to note

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:

- With Alpha Houses assistance, leadership and techniques, the police have begun to see some positive change at the shelter.
- Police continue to be busy even with the weather changes and increase in staff.

BUSINESS ARISING FROM THE MINUTES:

- G. Duff - Speak with the BILD group regarding previous meetings discussion.

PROJECTS:

- Celebrate Downtown Update:
 - C. Piedalue will add contact information to the sponsorship package and forward the updated copy to the committee.
 - The Celebrate Downtown Subcommittee requests that Heart of Our City Committee consider funding an additional \$2,000 for the 2019 event.
 - E. Crane moved that in addition to the previously approved \$2,000 funding for 2019, the Heart of Our City Committee approve a request for additional funding of \$2,000 taking the total funding for the 2019 Celebrate Downtown Event to \$4,000.

CARRIED

- Strategic Planning Workbook Discussion:
 - The Strategic Planning Workbooks were recently completed by the committee and information from the workbooks were compiled into a summarized document. Discussion took place and points of interest were as follows:
 - Activity 1 - Pillars:
 - The committee desires more of a connection between the downtown and the River Valley. Discussion took place on the following:
 - Accessibility and boundary extension.
 - Opportunity for activities such as a food truck roundup, historic park, music festival, and children’s entertainment.
 - Would events normally taking place in other parts of the City be interested in moving to the River Valley? Could current infrastructure support such events?
 - Is there an opportunity to partner with the Galt Museum?
 - Consider having the Parks Department attend a future HOC meeting to talk about the River Valley Master Plan.
 - When major events are taking place in the City, get the word out e.g. hang “welcome curlers” signs in shop windows and work with attractions to extend hours.
 - Be creative, change things around starting with a conversation.
 - Work with the Exhibition or Tourism Lethbridge. How can we help each other?
 - See streets as a pedestrian place.
 - Any other thoughts can be sent to A. Malcolm. The committee will take the Strengths, Weaknesses, Opportunities and Threats list away to review and identify which ones are more important than others.
 - Activity 3 - Guiding Principles:
 - The three areas that have the most opportunity for improvement include Culture & Local Values, Animated & Vibrant and Complete Neighborhoods.
 - In the short term advocate for a whole foods or indoor farmers market.
 - Look into how many people are living in the downtown?
 - Expand the boundaries of the DT?
 - Activity 4 - Visioning Strategies:
 - Priority 1 - Strategic site for attractions and civic destinations.
 - Priority 2 - Streets designed to enhance the walking experience.
 - Priority 3 - New complete mixed-use downtown neighborhoods.
 - Activity 6.a. Accomplishments:

- Make the following changes:
 - Add the updated Target Redevelopment Incentive Program (TRIP).
 - Change “Oliver Building” to “Building Restorations”.
- Activity 6.b. Short Term Priorities (<1yr):
 - The items listed in black would be considered longer term.
 - The Downtown Development Authority will fall under the Heart of Our City Master Plan 2.0 and would be looked at this year, but not implemented until next year.
 - Consider changing “Attract more businesses” to “Attract more investment”.
 - Change “Branding” to green as it will begin this year and also falls under communications.
 - The Reconciliation Committee will be working on scoping out the Indigenous Cultural Centre. Later in the process there may be an opportunity for HOC to advocate for a downtown location.
 - Although there is a verbal acknowledgment that we are on Blackfoot lands, consider showing this through art, murals, street signs or monuments.
 - Attract and advocate for other major facilities in the downtown.
 - The committee will take away the Short Term Priorities (<1 Yr) Possible Actions and Desired Future sheet for completion.
- Long Term Priorities – Heart of Our City Master Plan:
 - Add “River Valley” to the “Civic Common and Warehouse District” line.
 - The committee suggests that the HOC Master Plan tender document be advertised in places like the International Downtown Association’s site in hopes of attracting a contractor that has experience with an already successful downtown Master Plan.
- Next Steps:
 - A. Malcolm will put together a summary of today’s discussion and will send out an e-mail with follow-up items needing committee completion.
 - The committee will return the required work to A. Malcolm by February 28th to allow data compilation for the March meeting.

PROGRAMS:

- Diversion Outreach Team monthly stats were attached for committee information.

BUILDINGS – Nothing to note

BUDGET (QUARTERLY) – Nothing to note

WHAT’S HAPPENING:

Urban Revitalization Manager (A. Malcolm):

- The first of several Clean and Safe Luncheons for businesses will take place at Casa on Tuesday, February 26th and will be live on Facebook for the public.

FUTURE TOPICS – Nothing to note

ACTION:	A. MALCOLM: Strategic Planning Workbook: <ul style="list-style-type: none"> • Make the following changes to Activity 6.a. Accomplishments - Add the updated TRIP program and change “Oliver Building” to “Building Restorations”. • Make the following changes to Activity 6.b. Short Term Priorities (<1yr) - Change “Attract more businesses” to “Attract more investment” and “Branding” to green.
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	<ul style="list-style-type: none">• Long Term Priorities – Heart of Our City Master Plan - Add “River Valley” to the “Civic Common and Warehouse District” line.• HOC MP - The committee suggests that the HOC Master Plan tender document be advertised in places like the International Downtown Association’s site• Put together a summary of today’s discussion and send out an e-mail with follow-up items needing committee completion. <p>ALL:</p> <ul style="list-style-type: none">• Any additional thoughts on today’s discussion can be sent to A. Malcolm.• Review and identify which items on the Strengths, Weaknesses, Opportunities and Threats list are more important than others.• Complete the Short Term Priorities (<1 Yr) Possible Actions and Desired Future sheet.• Return work to A. Malcolm by February 28th. <p>G. DUFF:</p> <ul style="list-style-type: none">• Speak with the BILD group as per above. <p>C. PIEDALUE:</p> <ul style="list-style-type: none">• Add the contact information to the sponsorship package and forward the updated copy to the committee.
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NEXT MEETING:

The next regular meeting will be held Wednesday, March 13th, 2019

ADJOURNMENT:

Meeting adjourned at 5:53 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, March 13th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Mark Campbell, Councillor – Chaired to “Member Reports”
Dawn Leite, Allied Arts Council – Chaired from “Member Reports”
- MEMBERS:** Clara Piedalue, Citizen-at-large
Erin Crane, Economic Development Lethbridge (EDL)
Grace Duff, Development Industry (BILD)
Jordon Head, Citizen-at-large
Marcia Nesch, Citizen-at-large
Bonny Greenshields, Citizen-at-large
Sheri Kain, Downtown BRZ
- OTHERS:** Jody Meli, Director of City Manager Office
Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Constable David Wharf, Lethbridge Police Service
- REGRETS:** Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
C. Vos, Lethbridge Chamber of Commerce
-

CALL TO ORDER:

The meeting was called to order at 4:04 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

C. Piedalue moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

B. Greenshields moved that the minutes of February 13th, 2019 be approved.

CARRIED

MEMBERSHIP:

- Administrative:
 - J. Greene is no longer with the City of Lethbridge and A. Malcolm’s position will now report to the City Manager’s Office. J. Meli, Director to the City Manager’s Office will attend the HOC meeting when requested by A. Malcolm.
- Lethbridge Chamber:

- Z. Ali announced at the Joint DBRZ and HOC meeting that he will be moving to Edmonton.
- The Chamber's new Executive Director Cyndi Vos will sit on HOC going forward.
- Lethbridge Downtown BRZ – S. Kain has taken over from D. Foster's as HOC's DBRZ representative.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - The police are finding more people running from them than in the past.
 - Recruit training is still underway.
 - The Positive Ticket Initiative is under way.
 - Solar System Education Project (Klaus Jericho):
 - The Lethbridge Astronomy Society would like the HOC's support for their Solar System Education Project.
 - The benefits of the project are education for all ages and tourist attraction. It will create excitement as to where we live in the solar system and how it relates to Lethbridge.
 - L. Harasem, Recreation and Culture Manager has been assisting the Society while they work through City procedure and in applying for grants.
 - G. Duff moved that the Heart of Our City Committee provide a letter of support for the Lethbridge Astronomy Society's Solar System Education Project.
- CARRIED**
- A. Malcolm will put together a letter, have the HOC Chair sign it and provide it to K. Jericho and L. Harasem.

BUSINESS ARISING FROM THE MINUTES – Nothing to note

PROJECTS:

- Strategic Planning Next Steps:
 - Short term will be considered 2 (two) years.
 - Three (3) subcommittees will be created to cover each key piece outlined in the vision and each subcommittee will begin to look at what needs to be accomplished in terms of setting an overall goal in their specific area and reviewing any programs and initiatives that fall under that category.
 - The role of the subcommittees is largely to provide the vision and directions while A. Malcolm will take that information and work with Administration to implement changes. Subcommittees are as follows:
 - Culture and Local Values – R. Odei-Wontumi, J. Head, L. Johansen and M. Wiebe
 - Animated and Vibrant – D. Leite, M. Campbell, M. Nesch, S. Kain and C. Vos
 - Complete Neighborhoods – G. Duff, B. Greenshields, C. Piedalue and E. Crane
 - A. Malcolm will send out an e-mail to each group.
 - Long Term Priorities – Tender document for the new HOC Master Plan will be scoped; A. Malcolm will bring this to the next meeting for HOC review.

PROGRAMS:

- Celebrate Downtown Update:
 - Received seventy-three (73) unique nominees, and one hundred forty-two (142) total.
 - Recipient Discussion:
 - D. Leite moved that the discussion take place In-Camera. **CARRIED**
 - D. Leite moved that the In-Camera discussion be closed. **CARRIED**
 - C. Piedalue moved that Heart of Our City Committee accept recipients as presented. **CARRIED**

- Committee members and anyone else planning to attend the event must register on Eventbrite; C. Lorenz will send the ticket link to the committee again.
- 2019 Downtown Clean and Safe Strategy Update:
 - The updated action plan was attached for committee information and points of interest were as follows:
 - The next education session will take place March 19th, 11:30 a.m. at Casa; C. Lorenz will send out a place holder for everyone's calendar.
 - City Administration will be meeting to discuss procedure in dealing with public defecation complaints.
 - The downtown washroom was closed in November due to ongoing safety concerns. The washrooms future will be discussed this month.
- New West Theatre Activity Grant:
 - Due to the City's year end and the long going relationship with New West Theatre, their 2018 Activity Grant was paid out prior to them submitting their final report. The final report has now been received and for the first time in the history of New West Theatre they have made a large profit which is much higher than the allowed 5%.
 - As process says that the grant must be returned under these circumstances, the Heart of Our City Committee feels it is appropriate to proceed with the request to return funds.
 - The process will be reviewed at the subcommittee level in the near future.
- HOCHIP:
 - 507 6 Avenue S - Occupancy permit has been received and A. Malcolm will be making a cheque presentation.
 - 613 3 Avenue S – A housing unit is being added to the rear of the formally known "She Boutique".
- TRIP - Integrated Health – Due to an investor withdrawing, plans were scaled back and the permit expired. A new investor in in place and they have begun the permit process again.

BUILDINGS:

- Park n Ride Transit Terminal – Concrete work will start outside of the building to reestablish the sidewalks and busing bays. The grand opening is scheduled for August.
- Bow on Tong/Manie Opera – A. Malcolm has received word that the family of the building has reached out to the Province to reinitiate the Provincial Historical Designation process.

BUDGET (QUARTERLY):

- 2019-2022 Budget:
 - The proposed HOC Budget for 2019-2022 was attached for committee review. As strategic planning continues over the next four (4) years and changes need to be made, the budget can be brought back to the committee for amendment.
 - B. Greenshields moved that the proposed HOC budget for 2019-2022 be approved.

CARRIED

WHAT'S HAPPENING:

-D. Leite took over as Chair-

- Member Reports:
 - Councillor (M. Campbell):
 - The 311 Call Centre is up and running.
 - Allied Arts Council (D. Leite):
 - The Kiosk Kickoff will take place on May 25th on the square at Casa.
 - The Allied Arts Council craft store will be launched on May 7th as part of the Taste of Downtown.
 - Citizen –at-large (J. Head):
 - Municipal Housing Strategy continues to look for more housing stock in Lethbridge.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, April 10th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Clara Piedalue, Citizen-at-large
Erin Crane, Economic Development Lethbridge (EDL)
Grace Duff, Development Industry (BILD)
Marcia Nesch, Citizen-at-large
Bonny Greenshields, Citizen-at-large
Sheri Kain, Downtown BRZ
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Constable Ryan Darroch, Lethbridge Police Service
Mike Prociw, Economic Development Lethbridge
- REGRETS:** Jordon Head, Citizen-at-large
-

CALL TO ORDER:

The meeting was called to order at 4:02 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

C. Piedalue moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

B. Greenshields moved that the minutes of March 13th, 2019 be approved.

CARRIED

MEMBERSHIP:

- Lethbridge Chamber of Commerce – N. Chatur-Muhammad will be sitting on the HOC as the Chamber representative.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - The Downtown Police Unit is having success with their “Project Revelations” in which they are actively targeting high crime areas.
 - Due to the recent weather change there has been increased problems in the park.
 - Drugs are now being administered using tinfoil which means less needles are being found however more tinfoil.
- Economic Development Lethbridge Presentation (E. Crane and M. Prociw):
 - A presentation on Labor Force, Building Permit Values, Commercial Real Estate Stats, Jobs and Economic Impact for 2018 took place.
 - EDL’s new initiative “Identify Opportunities and Barriers to Business Initiatives” was previously approved by Council and will get underway soon.

BUSINESS ARISING FROM THE MINUTES:

- Joint HOC/BRZ Meeting Minutes – Minutes of the March 5th, 2019 joint meeting were attached for committee information.
- 2018 Annual Report:
 - HOC’s 2018 Annual Report will be presented to Council on April 29th.
 - A. Malcolm will send the committee an estimated presentation time on the day of.
 - A new approach will be taken for this year’s presentation. HOC will provide the regular written report to City Council however the presentation that will be delivered at the Council meeting will be approximately five (5) slides which touch on success, programs, challenges and how HOC plans to move forward.
 - E. Crane moved that the Heart of Our City 2018 Annual Report be accepted and presented to Council on April 29th by Committee Chair, Dawn Leite.”

CARRIED

PROJECTS:

- Strategic Planning Subcommittee Updates:
 - The subcommittees each met and will continue to meet to establish direction, which will then go to Administration to create a process. Summary of subcommittee meetings was as follows:
 - Local Culture and Values:
 - Engage with the Reconciliation Committee to create a statue, monument or space that signifies the Blackfoot history in the downtown.
 - Support the Lethbridge Historical Society’s Back Alley Program.
 - Tactical Urbanism and wayfinding.
 - Cultural Centre - City Council previously approved funding for a Feasibility Study and have since applied for additional Provincial Funding.
 - Exciting and Vibrant:
 - How can street level activity be created beyond the events that already exist?
 - Create more activity as opposed to events.
 - The difference between public art and beautification was discussed.
 - Complete Neighborhoods:
 - Housing Incentive - Why are they not being fully utilized? What are the supporting amenities that will help them be utilized?
 - Develop a market intelligence survey to pose the question to current residents, potential residents, nonprofits, the health sector, boutique retail sector and office sector.

PROGRAMS:

- Celebrate Downtown Update:
 - Three hundred (300) RSVP’s were received.
 - Sponsors will be presenting the awards in each category.

- The committee is asked to arrive at 5:00 p.m. for a group picture.
- A. Malcolm will ask the Hot Spot security to make its rounds during the event.
- 2019 Downtown Clean and Safe Strategy Update:
 - The Hot Spot Security is live and on the street and will be in place until the end of May.
 - Overall the feedback has been positive.
 - Parking lot issues – The team is confined in what they can do and follow a predetermined route. A. Malcolm will ask if they can walk through parking lots as well.
 - A. Malcolm will follow up with the committee on when the Watch Program is expected to go live.
 - The City is working on getting Galt Garden Security up and running prior to May 1st as there have been some issues in the park.
 - Biohazard Cleanup:
 - The City has learned that this type of work would not be acceptable for the vulnerable population and is currently looking into contracting it out.
 - The Clean Sweep Program received additional funding from SHIA to help with the increase in staff. Arches has provided funding for the Pallet Program which employs three (3) staff to build furniture out of pallets.
 - The Education Seminars are scheduled for the third Tuesday of each month.
 - A roundtable meeting regarding safety has been scheduled for April 16th and will include several BRZ/BIA's.
- Public Washroom Update:
 - The City has determined that the washroom will remain closed until a model has been put in place for some sort of supervision.

BUILDINGS:

- Park n Ride Transit Terminal:
 - A monthly rate of \$105 has been set for a parking stall in the new terminal. Residents or businesses looking for a large amount of parking can be directed to A. Malcolm. At the end of May, the spots will open to the rest of downtown.
 - The terminal is expected to be operational by the end of August.

BUDGET (QUARTERLY) – Nothing to note

WHAT'S HAPPENING:

- Member Reports:
 - Southern AB Ethnic Association (R. Kofi Odei-Wontumi):
 - The Multicultural Centre is preparing for tomorrow evenings Celebrate Downtown Event.
 - Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - The All Candidate Election Forum will take place tomorrow evening at the ENMAX Centre.
 - Citizen-at-large (B. Greenshields):
 - Bonnie moved over the weekend and hired Good to Go Moving who is based out of the downtown.
 - Lethbridge Historical Society (L. Johansen):
 - LHS is working on walking tours which will extend outside of the downtown this year.
 - The Places and Traces: Our Neighborhoods Exhibit will take place at the Galt Museum from May 25th to September 8th.
 - Citizen-at-large (C. Piedalue):
 - The Amethyst Project will be holding a "You Are Not Alone" fundraiser on April 27th at Hudson's.

- Downtown BRZ (S. Kain):
 - The DBRZ's AGM was well attended.
- Economic Development Lethbridge (E. Crane):
 - EDL will be hosting a "Supply Chain" TechConnect on April 30th.
 - A. Malcolm will be presenting to EDL's Board on Wednesday.
 - EDL's new Marketing and Communication Strategy person starts on Monday.
- Urban Revitalization Manager (A. Malcolm):
 - A. Malcolm and D. Leite presented John James with \$30,000 for the completed HOCHIP unit on the corner of 5th Street and 6th Avenue yesterday.
 - The Stafford Drive YMCA location closed at the end of March and Council will make a decision within the next month on the fate of the building. The parking lot will be fenced off to secure the site.
 - Mortar & Brick will be working with Reconciliation Lethbridge to promote an Indigenous based piece which will be open from April 20th to the end of May.
 - The May 4th Janes Walk will tie in to the exhibit.
- Allied Arts Council (D. Leite):
 - The Allied Arts Council had their AGM last week and the Annual Report was distributed to the committee.
 - The Kiosk Kickoff BBQ will take place at Casa on May 25th and the art Popup Shops will be launched.

FUTURE TOPICS:

- HOCMP 2.0 Scope
- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • 2018 Annual Report – Send out an estimated presentation time to the committee. • Ask the Hot Spot security team to make its rounds during the Celebrate Downtown event and ask them to walk through parking lots of concern going forward. • Follow up with the committee on when the Watch Program is expected to go live.
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NEXT MEETING:

The next regular meeting will be held Wednesday, May 8th, 2019

ADJOURNMENT:

Meeting adjourned at 5:56 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, May 8th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Marcia Nesch, Citizen-at-large
Bonny Greenshields, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Sergeant Robin Klassen, Lethbridge Police Service
Nick Kuhl, Downtown BRZ
- REGRETS:** Clara Piedalue, Citizen-at-large
Grace Duff, Development Industry (BILD)
Sheri Kain, Downtown BRZ
Melissa Wiebe, Citizen-at-large
-

CALL TO ORDER:

The meeting was called to order at 4:03 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

E. Crane moved that the agenda be approved with the following addition:

- 7. b) Public Realm Enhancement Project

CARRIED

ADOPTION OF MINUTES:

B. Greenshields moved that the minutes of April 10th, 2019 be approved.

CARRIED

MEMBERSHIP:

- Downtown BRZ – Nick Kuhl was in attendance on behalf of Sheri Kain.
- Tourism Lethbridge/Lethbridge Destination Management Plan:
 - A. Malcolm will make contact to see if there would be interest in having a representative on the HOC committee.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - Sergeant Klassen attended a meeting with Arches and learned that Lethbridge's Supervised Consumption Site is the busiest in the world.
 - The Watch Program is up and running and the LPS is working with them as they get started.
 - The committee feels it may be beneficial to have the Watch staff be trained with regards to tourism.
 - The BRZ has received additional funding to boost the Ambassador Program. They have hired four (4) University of Lethbridge students and ten (10) high school students so that there will be a bigger presence in terms of promoting the downtown.

BUSINESS ARISING FROM THE MINUTES:

- HOC's 2018 Annual Report was presented to City Council on April 29th.

PROJECTS:

- Strategic Planning Subcommittee Group Work (30 minutes) – Deferred to the June meeting
- Public Realm Enhancement Project:
 - The project will now not only cover 4th Avenue but also the downtown.
 - Projects have been identified and will go through the subcommittee for direction, some of them include:
 - Park n Ride exterior such as street lights and garbage cans are to match the standard chosen for 3rd Avenue.
 - The theme established at the Park N Ride will be carried around the block and alleyway.
 - The alleyway can be busy and dangerous especially during the winter when the postal workers are picked up and dropped off by taxis.
 - Two (2) planters on 6th Street have been an ongoing concern and may be replaced by things such as wayfinding signage, café space for businesses, archway or entrance feature.
 - The subcommittee, businesses and public will be engaged in what they would like to see.
 - Two (2) parklets have been ordered and the process needs to be worked out on how they will be lent out or rented out for business use.
 - Potentially charge a fee for the cost recovery of parking stall.
 - Businesses may consider building their own parklets but must go through the Right of Way Coordinator for guidelines around safety.
 - The model purchased takes up two (2) parking stalls and will not go out into the right of way.
 - Additional parklets will be either purchased or built for next summer after some learning takes place.
 - Asset Management – Money has been set aside to replace or repair infrastructure pieces such as garbage cans, planters, street grades and benches. An asset management summer student will be utilized.
 - Tree Grates – Tree grates will be updated to meet the new standard associated with the 3rd Avenue project.
 - Electrical infrastructure in Galt Gardens will be wrapped with art and the theme will be determined by the public at the May 29th Open House, Casa.
 - There is a large bucket of money set aside for low cost projects that people may suggest such as an information board or kid's activity.

PROGRAMS:

- Adaptive Reuse Program Draft(s):

- An incentive which would help cover the costs associated with bringing an old building up to the current standard.
- Direction was given from Council to expand this program to outside the downtown and to include the Warehouse District and 13th Street North.
- Attached for committee review were two (2) Adaptive Reuse Incentive Draft Policies and points of interest were as follows:
 - Option 1: One Intake:
 - One (1) annual submission date for project applications.
 - There would be an evaluation committee which would include three (3) HOC and two (2) Historic Places Advisory Committee representatives.
 - Potential candidates have raised a concern with only having one (1) application date.
 - Option 2: Open Intake:
 - Application would be accepted at any time and if criteria met would be approved and move into the cue for funding.
 - Risk – If a high number of applications were received up front, there would be no evaluation opportunity.
 - There would be no active role by HOC and this would be administered by administration, similar to HOCHIP.
 - Other:
 - There would be a 4-6-month restriction to start the project and if the applicant has not done so they will move the back of the cue.
 - Funding is not provided until the completion of the project.
 - Some sort of tracking should be put in place; A. Malcolm will add probing question to application.
 - A. Malcolm will add clarity to the wording with regards to the cue process and project start times.
 - Conclusion:
 - E. Crane moved that the Heart of Our City Committee recommend that Adaptive Reuse Incentive Policy Option 2: Open Intake be taken to Council for approval and be reviewed again in October after it has been underway for four (4) months. **CARRIED**
- TRIP Application 608 5th Avenue S:
 - The first TRIP application will be brought to Council for approval on Monday May 13th.

BUILDINGS – Nothing to note

BUDGET (QUARTERLY) – Nothing to note

WHAT'S HAPPENING:

- Member Reports:
 - Economic Development Lethbridge (E. Crane):
 - EDL is getting ready to launch their new market intelligence data website tools.
 - Southern AB Ethnic Association (R. Kofi Odei-Wontumi):
 - The Multi-Cultural Centre will be getting new signage on their building.
 - Citizen-at-large (J. Head):
 - Lethbridge Friendship Centre was selected to host the National Association of Friendship Centres AGM which will take place July 16th.
 - A. Malcolm will touch base with the Centre to discuss opportunities to promote the event and the downtown.
 - Urban Revitalization Manager (A. Malcolm):

- Clean and Safe Strategy – Additional funding has been approved to fill some gaps.
 - Direction has been given to move the Crabb Street washroom.
 - A large sign promoting HOCHIP will be put up in Lamont Laws front window; a housing unit is being developed in the back.
- Allied Arts Council (D. Leite):
 - Kiosk kickoff BBQ will take place on May 25th.

FUTURE TOPICS:

- HOCMP 2.0 Scope
- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • Make contact with Tourism Lethbridge/Lethbridge Destination Management Plan to see if there is interest in having a representative on HOC. • Adaptive Reuse - Add probing question to application, consider tracking and add clarity to the wording with regards to cue process and project start times. • Touch base with the Lethbridge Friendship Centre to discuss possible opportunities to promote the event and the downtown during the July 16th AGM.
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NEXT MEETING:

The next regular meeting will be held Wednesday, June 12th, 2019

ADJOURNMENT:

Meeting adjourned at 5:56 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, June 12th, 2019, at 4:00 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Marcia Nesch, Citizen-at-large
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Jordon Head, Citizen-at-large
Clara Piedalue, Citizen-at-large
Grace Duff, Development Industry (BILD)
Sheri Kain, Downtown BRZ
Melissa Wiebe, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Kevin Deaust, Development Officer
Constable Jay Kenyon, Lethbridge Police Service
William Slenders, Tourism Lethbridge
Jackie Stambene, Tourism Lethbridge
- REGRETS:** Bonny Greenshields, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
-

CALL TO ORDER:

The meeting was called to order at 4:03 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

N. Chatur-Muhammad moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

M. Campbell moved that the minutes of May 8th, 2019 be approved as amended.

CARRIED

MEMBERSHIP:

- Proposed Membership Amendment – Tourism Lethbridge:
 - The proposed amendment to add a representative from Tourism Lethbridge to the Heart of Our City Committee was attached for committee review.

- E. Crane moved that the Heart of Our City Committee submit a request to amend the Terms of Reference to City Council to add Lethbridge Destination Management Organization/Tourism Lethbridge as a member representative.

CARRIED

- The amendment will go to City Council on June 24th for approval.
- Standing Committee Meeting:
 - C. Piedalue moved that effective July 10th and going forward, the Heart of Our City Committee meeting be moved from 4:00-6:00 p.m. to 3:30-5:30 p.m.

CARRIED

- C. Lorenz will adjust the meeting invitations to reflect the new time.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - The Watch has been up and running for just over a month and has received mainly positive feedback.
 - With the weather change the police are seeing more activity.
 - The cadets will graduate on June 28th.

BUSINESS ARISING FROM THE MINUTES – Nothing to note

PROJECTS:

- Strategic Planning Subcommittee Group Work (15 minutes):
 - The Local Culture and Values, Exciting and Vibrant and Complete Neighborhoods subcommittees each met for fifteen (15) minutes to determine the chair, vice chair, secretary and plan going forward.
 - Local Culture and Values Chair – J. Head
 - Exciting and Vibrant Chair – D. Leite
 - Complete Neighborhoods Chair – C. Piedalue
 - Minutes from each discussion will be submitted by the subcommittee to A. Malcolm by Wednesday, July 3rd and will then be attached to the agenda for committee information.
- Public Realm Enhancement Project:
 - The May 29th Open House at Casa received a lot of positive feedback.
 - The six (6) transformers have been identified and good feedback was received with regards to the theme works and locations in the park.
 - Feedback has been forwarded back to the Allied Arts Council who will proceed with the artists call.
 - The project will be funded through the public realm budget.
 - Tactical Urbanism:
 - The positive conversation and feedback received will be brought forward to the committee.
 - Indigenous Sign – J. Head asks that the right people are engaged to ensure that wording be appropriate.
 - Play blocks are being ordered and the Allied Arts Council has offered to be the programmer for them. Blocks will be an asset of HOC.
 - Jenga pieces – Administration will look for businesses to be the programmers and these will also be an asset of HOC.
- Clean & Safe Strategy Update:
 - The Hot Sport Team is no longer in place since The Watch is up and running. Paladin will debrief administration on types of calls they were receiving.
 - There are two (2) Paladin Security guards at Galt Gardens twelve (12) hours per day, seven (7) days a week until end of September.
 - The Business Education Programs next seminar about needle cleanup and disposal will take place June 12th.

- The first thirty (30) organizations through the door to register at the table will receive a kit which includes a picker, disposable bags, gloves, and informative pamphlet.
- Downtown BRZ Fall Festival:
 - The Downtown BRZ has submitted a proposal to hold a September Event which is estimated to cost \$11,270.
 - Although discussion took place with regards to some concern with what precedence is being set by providing funding to an organization who already receives an Activity Grant, the committee believes additional funding like this would be reviewed on an Ad Hoc basis.
 - C. Piedalue moved that the Heart of Our City Committee not approve the project proposal as submitted and directs the Exciting and Vibrant subcommittee to work with Downtown BRZ to explore and refine the project proposal and return to HOC's July meeting with a new proposal that not exceed \$5,000.

CARRIED

-M. Campbell left at 5:33 p.m.-

PROGRAMS:

- Adaptive Reuse Program Draft(s):
 - A. Malcolm met with the Senior Management Team and builders and modifications were made.
 - The draft will be taken to City Council for approval on Monday, June 24th.

BUILDINGS:

- Post Office:
 - The Post Office Building has been sold and there is a commitment from the City for the streetscape to reflect the investors vision.

BUDGET (QUARTERLY) – Nothing to note

WHAT'S HAPPENING:

- Member Reports:
 - Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - The 2019 President's Reception will take place on June 26th and tickets are still available.
 - Citizen-at-large (M. Wiebe):
 - A free public screening and reception will be held at the Multicultural Centre on June 14th.
 - Downtown BRZ (S. Kain):
 - The Downtown Lethbridge Farmers Market will kick off on Wednesday July 3rd.
 - Urban Revitalization Manager (A. Malcolm):
 - The new City Solicitor has lots of interest in the downtown and has provided some good feedback on the Adaptive Reuse Policy.
 - Allied Arts Council (D. Leite):
 - Jazz Fest continues until June 15th.
 - Tourism Lethbridge (W. Slenders):
 - Final touches are being put on the Tourism Map.
 - They are constantly looking at developing new marketing and new creative content; ideas or suggestions can be sent via e-mail.
 - The Tourist in Your Backyard campaign will start in July.
 - Mobile summer staff have been hired and are out on the street.

- Economic Development Lethbridge (E. Crane):
 - Jazz Fest was a success and did not experience a single problem last week.
 - EDL just launched a website around Canada's Premier Food Corridor.
 - EDL is trying to connect better with the commercial real estate in Lethbridge and is looking at hosting a networking and information sharing session. As well, a new economic indicator data tool has been launched.

- Citizen-at-large (J. Head):
 - There are several events taking place the weekend of July 17-19th which include the Indian Relay, Kainai Indian Days and rodeo.
 - A Blackfoot 101 presentation is available for anyone who is interested.

- Southern AB Ethnic Association (R. Kofi Odei-Wontumi):
 - Taste of Caribbean will take place on June 28th.
 - The Latin Fest will take place July 6th.

FUTURE TOPICS:

- HOCMP 2.0 Scope
- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none"> ● Strategic Planning Subcommittee Group Work - Minutes from each discussion will be attached to the agenda for committee information. <p>SUBCOMMITTEES:</p> <ul style="list-style-type: none"> ● Submit notes to A. Malcolm by Wednesday July 3rd.
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NEXT MEETING:

The next regular meeting will be held Wednesday, July 10th, 2019

ADJOURNMENT:

Meeting adjourned at 5:51 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, July 10th, 2019, at 3:30 p.m., Culver Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Sheri Kain, Downtown BRZ
Lorien Johansen, Lethbridge Historical Society (LHS)
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Constable Nick Coutineau, Lethbridge Police Service
William Slenders, Tourism Lethbridge
- REGRETS:** Bonny Greenshields, Citizen-at-large
Marcia Nesch, Citizen-at-large
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Jordon Head, Citizen-at-large
Clara Piedalue, Citizen-at-large
Grace Duff, Development Industry (BILD)
Melissa Wiebe, Citizen-at-large
-

CALL TO ORDER:

The meeting was called to order at 3:34 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

L. Johansen moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

S. Kain moved that the minutes of June 12th, 2019 be approved as amended.

CARRIED

MEMBERSHIP:

- LDMO/Tourism Lethbridge – Ratification in Progress:
 - Changes to the Terms of Reference were approved and member recommendations will be made at the next Council meeting.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - Community Peace Officers will be starting on July 18th and will be partnered with the Downtown Policing Unit and the ten (10) Beat.
 - The Downtown McDonalds has a new owner and the restaurant will be renovated to create a better site path to the bathroom.
 - The Bay continues to be overwhelmed with shoplifters.

BUSINESS ARISING FROM THE MINUTES:

- Downtown BRZ Festival:
 - The Downtown BRZ submitted a new proposal for “Back to School” downtown engagement and the proposal was attached for committee review.
 - The committee would like to ensure that all post-secondary and high school students are included and that tracking measures are put in place.
 - E. Crane moved that the Heart of Our City Committee support Downtown BRZ’s new “Back to School” proposal which includes a budget of up to \$2,000 and ask that all post-secondary students and high school students be included and a final report based on Activity Grant metrics be submitted.

CARRIED

PROJECTS:

- Subcommittee Terms of Reference – Attached for information and edits.
- Subcommittee Member Reports & Discussion:
 - Local Culture and Values:
 - The back alley signs project in conjunction with the LHS is moving ahead.
 - A Blackfoot recognition statue has been designed and discussed; L. Johnsen will have the subcommittee make a formal request which should be ready for the committees next meeting.
 - 3-D “Oki” Display:
 - The \$5,000 funding will come from the Public Realm budget.
 - The proposed wording will go to the Reconciliation Committee for approval.
 - A pole with each Countries flag is being considered and researched. The committee suggests considering flags as an alternative.
 - Wayfinding signs have been discussed to encourage walking.
 - Exciting and Vibrant:
 - Galt Gardens Music:
 - Businesses surrounding Galt Gardens had previously requested the volume be turned down.
 - The committee would like to see more upbeat music. The music choice is a playlist which is downloaded by the company that installed the speakers.
 - A. Malcolm will check if the speakers could be tied into different local radio stations.
 - Bus Wrapping:
 - Consider for 2020 and partner with BRZ, Lethbridge Tourism and Lethbridge Lodging?
 - The cost of \$10,000 includes the design, installation and two (2) months.
 - Would the price be reduced if design was done on our end? A. Malcolm will look into.
 - Banners were discussed and the Allied Arts Council has brackets they would be willing to sell.
 - Complete Neighborhoods:
 - The committee will work to uncover statistics such as population, # of businesses, parking stats, target marketing, survey shoppers and surveying the residential neighbors.

- The committee could provide statistics as needed.
- Statistics Canada has a tool that would be useful called GeoSearch.
- Gather the main investment stakeholders in the downtown for their insight and info.
- Review of incentives - Do we need to shift from housing to mixed use?
- Complete neighbored committee tasks fall within the HOCMP 2.0.
- Engage a business focus group to talk about hour extension, barriers and target market.
- Arts and Culture should be added.

PROGRAMS:

- Celebrate Downtown Final Report - Attached for committee information; add to next agenda.

BUILDINGS: - Nothing to note

BUDGET (QUARTERLY):

- Attached for committee information.
- Business Ambassador Program - Three (3) marketing students were hired through the Clean and Safe expansion as well as high school students who will work until the end of August.

WHAT'S HAPPENING:

- Member Reports:
 - Tourism Lethbridge (W. Slenders):
 - Tourism Lethbridge has begun their move to the Mayor Magrath facility.
 - New visitor map is almost complete.
 - Downtown BRZ (S. Kain):
 - The Downtown Farmers Market is under way each Wednesday.
 - Lethbridge Historical Society (L. Johansen):
 - LHS has purchased a memorial bench to recognize the founders of the Lethbridge Historical Society.
 - LHS will be at the Exhibition Farmers Market and Word on the Street to promote their membership.
 - Allied Arts Council (D. Leite):
 - Arts Days will take place in September.
 - The Mayors Luncheon winners have been announced and the event will take place September 19th.
 - The Kiosks are up and running at Casa.
 - Urban Revitalization Manager (A. Malcolm):
 - Rebranding:
 - There has been conversation going on around rebranding the Downtown as a whole and there is a budget of \$50,000.
 - The internal graphic designer and Communications Department will be utilized so that the \$50,000 budget can be used for implementation.
 - Adaptive Reuse Program went to Council on Monday and a motion by Council was made to postpone with the direction to add "historic" in the purpose; A. Malcolm is waiting to hear from the City Manager on how to proceed.
 - Melcor has a new parking system. It is free to park for ninety (90) minutes but over that, the person will be invoiced for \$75.00.
 - The plaque for the Oliver Building is being finalized and seven (7) plaques around the downtown have been taken down to be refinished.

- Park N Ride should be operational on September 1st.
- Administration is working on a mural program.
- The Performing Arts Committee has hired a consultant.
- As the Downtown Farmers Market has had less vendors than usual, Administration, The Watch, BRZ, LPS and Exhibition met with vendors to show them that it is completely safe. T. Stilson will attend the Exhibition's Farmers Market to speak to some more vendors.
- The Downtown Washroom will be removed in August once the Park N Ride opens.

FUTURE TOPICS:

- HOCMP 2.0 Scope
- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none"> • Check if the speakers in Galt Garden could be tied into different local radio stations. • Bus Wrapping – Check if the price would be reduced if the design was done on our end. • Celebrate Downtown Final Report - Add to next agenda.
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NEXT MEETING:

The next regular meeting will be held Wednesday, August 14th, 2019

ADJOURNMENT:

Meeting adjourned at 5:38 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, August 14th, 2019, at 3:30 p.m., Culver Room, City Hall with the following in attendance:

CHAIR: Dawn Leite, Allied Arts Council

MEMBERS: Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Sheri Kain, Downtown BRZ
Lorien Johansen, Lethbridge Historical Society (LHS)
Bonny Greenshields, Citizen-at-large
Marcia Nesch, Citizen-at-large
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Clara Piedalue, Citizen-at-large
Grace Duff, Development Industry (BILD)
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge

OTHERS: Andrew Malcolm, Urban Revitalization Manager
Kevin Deaust, Development Officer II
Cidnee Lorenz, Recorder
Sergeant Robin Klassen, Lethbridge Police Service
Julia Rist, Economic Development Lethbridge (EDL)

REGRETS: Jordon Head, Citizen-at-large
Melissa Wiebe, Citizen-at-large

CALL TO ORDER:

The meeting was called to order at 3:34 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

J. Stambene moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

S. Kain moved that the minutes of July 10th, 2019 HOC meeting be approved as amended.

CARRIED

MEMBERSHIP:

- Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge:
 - J. Stambene was ratified as the LDMO /Tourism Lethbridge representative at the July 22nd City Council meeting.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - Sergeant R. Klassen has recently been promoted and will be leaving the Downtown Policing Unit.
 - The Community Police Officers are currently being trained by the Downtown Policing Unit.
 - An Intox facility will be located near the soup kitchen and the Alpha House has been awarded the contract to run the facility.
 - The LPS in collaboration with AHS, the City and EMS continue to work with the top ten heavy users of service to create a way to better service them.

BUSINESS ARISING FROM THE MINUTES – Nothing to note

PROJECTS:

- Subcommittee Reports:
 - Local Culture and Values:
 - Galt Gardens Indigenous Monument - The HOC Committee is in favor of A. Malcolm and J. Head taking the monument concept to the Reconciliation Committee for introduction and initial comment.
 - Back Alley Sign Project – Letters have been sent out to the business owners who buildings are adjacent to the alley. To date fifteen (15) people have responded yes and two (2) no; the subcommittee will continue to work on logistics.
 - The 3-D “Oki” sign has been ordered, and will be unveiled on the Friday before Reconciliation Week.
 - Exciting and Vibrant:
 - The Activity Grant is being reviewed and any changes will be brought back to the HOC for review and approval.
 - Branding and marketing will be kicking off soon and the committee will be receiving information and asked to answer some high level questions.
 - Complete Neighborhoods:
 - The subcommittee continues to gather statistics for the downtown and may potentially have a 3rd party come in and evaluate downtown for benchmark data.
 - The draft RFP for HOC MP 2.0 is being worked on and will be brought to the next HOC meeting for review.
- Parklet Program Update:
 - The Parklet Pilot Program document was attached for committee review and points of interest were as follows:
 - Two (2) steel structure platforms have arrived, there is a call out to the businesses to see who is interested.
 - Eighteen (18) planters have been ordered and will be used as an alternative to the steel structure base.
 - Any business interested in having a Parklet would have the \$300.00 parking permit fee covered by the HOC.
 - Public feedback will be collected over the next two (2) months to get a good understanding of what is working or not.
 - Financial support of up to \$1,000 matching dollars for design, materials, tables and chairs associated with a Parklet would be available to businesses that want to do their own.
 - Any business that wants a Parklet must have the support of 66% of the businesses on their street.
 - A concern was raised on how many parklets per street would be permitted. At this time no limitation but something to review over the winter based on feedback and experience.
 - A reporting form is being developed to help gather statistics and measure the success of each Parklet.

-D. Leite left at 4:26 p.m. and M. Campbell took over as Chair-

- E. Crane moved that the Heart of Our City Committee support the Parklet Pilot Program and approve \$6,000.00 in funding which will be used for parking permits and matching dollars as specified in the Parklet Pilot Program document.

CARRIED

- Transformer Wrapping Update:
 - The draft call for artists was attached for information.
 - The transformer wrapping project has been put on hold.

PROGRAMS:

- Celebrate Downtown Final Report:
 - The final report was presented for information and points of interest were as follows:
 - Attendance for the 2019 was 210 which was up from 144 the previous year. This can be associated to the social media push and People's Choice award.
 - Three (3) HOC members and three (3) other volunteers will be needed for the 2020 Celebrate Downtown Planning Committee.
 - Administration will verify what budget was previously approved for the 2020 event.
 - The planning committee recommends that a final event be held in 2020 and that a break be taken after that.
- Adaptive Reuse Policy CC61 and Draft Application Form:
 - The amended Policy was approved by City Council on August 6th.
 - The draft application was attached for committee review and points of discussion were as follows:
 - A Public Service Announcement (PSA) is ready to be put out next week.
 - The HOC Committee suggests that the PSA wording be clear that the Adaptive Reuse is not just for historic buildings, but all deteriorating or functionally compromised buildings.
- Request for Funding - Lethbridge Society of Independent Dance Artists:
 - LSIDA has made a request to the HOC for \$1,423.50 for their LSIDA Choreographic Intensive and Public Performance.

-D. Leite returned at 4:57 p.m. and took over as Chair-

- The committee is concerned about the short time frame, size of the venue and venue location.
 - C. Piedalue moved that the Heart of Our City Committee does not approve funding for the Lethbridge Society of Independent Dance Artists Choreographic Intensive and Public Performance.
- CARRIED**
- A. Malcolm will notify LSIDA of the committee's decision.

BUILDINGS:

- Bow on Tong/Manie Opera:
 - The Bow on Tong/Manie Opera have received their Provincial Historic Designation.
- Park n Ride:
 - The Park n Ride will open on September 1st and the grand opening will take place September 6th.

BUDGET (QUARTERLY):

- Next report - October

WHAT'S HAPPENING:

- Member Reports:
 - Urban Revitalization Manager (A. Malcolm):

- The Post Office Building change in ownership is complete and the owners have moved their offices into the building.
 - Administration has met with the new owners to look over their scoped plans. These plans will also be reviewed by the Historic Places Advisory Committee.
 - Allied Arts Council (D. Leite):
 - Supervised Consumption Site:
 - Discussion took place around what the role of the HOC is.
 - The Urban Social Issues Study is being completed by the University of Lethbridge and will provide good information.
 - N. Chatur-Muhammad moved that a letter to City Council be drafted in which the Heart of Our City Committee recommends City Council wait for the results of the Urban Social Issues Study prior to making a final decision, agrees with the Lethbridge Chamber of Commerce's comments around policy and encourages Council continue to advocate to their Provincial and Federal counterparts.
- CARRIED**
- A. Malcolm, M. Campbell and D. Leite will draft a letter to City Council and circulate it to the committee.

FUTURE TOPICS:

- HOCMP 2.0 Scope
- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • Bring the draft RFP for HOC MP 2.0 to the next HOC meeting for review. • Celebrate Downtown - Verify what budget was previously approved for the 2020 event. • Notify LSIDA of the committee's decision with regards to funding request. • Supervised Consumption Site - Draft a letter (along with D. Leite and M. Campbell) to City Council and circulate it to the committee.
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NEXT MEETING:

The next regular meeting will be held Wednesday, September 11th, 2019

ADJOURNMENT:

Meeting adjourned at 5:40 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, September 11th, 2019, at 3:30 p.m., Meeting Room 003, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Bonny Greenshields, Citizen-at-large
Clara Piedalue, Citizen-at-large
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Sheri Kain, Downtown BRZ
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Kevin Deaust, Development Officer II
Cidnee Lorenz, Recorder
Trent Fujita, Development Industry (BILD) (Ratified for next meeting)
- REGRETS:** Jordon Head, Citizen-at-large
Marcia Nesch, Citizen-at-large
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Grace Duff, Development Industry (BILD)
-

CALL TO ORDER:

The meeting was called to order at 3:37 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

E. Crane moved that the agenda be approved.

CARRIED

ADOPTION OF MINUTES:

J. Stambene moved that the minutes of August 14th, 2019 HOC meeting be approved as amended.

CARRIED

MEMBERSHIP:

- Upcoming HOC/BRZ Joint Meeting:
 - The joint meeting has tentatively been scheduled for September 26th and a confirmation will be sent out shortly.

- Branding – A. Malcolm, D. Leite, E. Crane, S. Kain, and T. Hogg met with the City’s Communication team to do a branding brainstorm session. Results of this session will be discussed at the joint meeting.
- Development Industry (BILD):
 - T. Fujita will be replacing G. Duff and this will be ratified by City Council at their next meeting.
 - G. Duff would like to remain on the Complete Neighborhoods subcommittee and T. Fujita will discuss which subcommittee he will be assigned to with A. Malcolm.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report – Unavailable to attend today’s meeting

BUSINESS ARISING FROM THE MINUTES:

- Supervised Consumption Site:
 - Letter to Council – As per the previous meeting, a letter to City Council was drafted and sent to the committee for review and then submitted to Council in regards to the motion regarding requesting the Province suspend funding to the SCS until after the Provincial review.
 - Presentation to Provincial SCS Review Panel:
 - A. Malcolm & D. Leite presented to the panel on HOC’s behalf. Ted Stilson (BRZ), Clara Piedalue (HOC), and Bonny Greenshields (HOC) also attended in support.
 - The Urban Social Issues Study was of interest to them and there was a lot of questions around the Clean Sweep Program.

PROJECTS:

- Subcommittee Reports:
 - Local Culture and Values:
 - The Oki display will be launched tomorrow at the Galt Museum at noon and will then move to the City Hall flag raising for reconciliation week, Arts Days and Word on the Street.
 - The suggestion was made to put a schedule together of where the display will be “Where is Oki?”
 - Requests for the display can be sent to A. Malcolm.
 - Back Alley Signs – L. Johansen will e-mail A. Malcolm about the eight (8) buildings owned by the City.
 - Exciting and Vibrant:
 - The subcommittee continues to work with administration on the Activity Grant review and changes. A recommendation will be brought forward to the October HOC meeting.
 - Complete Neighborhoods:
 - The subcommittee continues to research what a “complete neighborhood” is and will put together a visual of what this looks like.
 - The subcommittee will continue to be part of the HOC Master Plan scoping for Request for Proposal (RFP).

PROGRAMS:

- Celebrate Downtown:
 - 2020 Budget - The budget was attached for committee information.
 - The approved HOC budget for 2020 is \$2,000 and if additional funding is needed, the request will be brought to the committee for consideration.
 - If the timing works out, the new branding could be launched at the Celebrate Downtown 2020 event.

- Subcommittee Appointments – C. Piedalue and L. Johansen have expressed interested in being part of the Celebrate Downtown subcommittee. The subcommittee and chair will be solidified at the next HOC meeting.

-R. Kofi Odei-Wontumi joined the meeting at 4:12 p.m.-

- Adaptive Reuse Program:
 - AR-01 – 376 1 Avenue South:
 - A significant renovation will be done to break up the space into commercial units.
 - Work will be done on the roof and also to improve building accessibility.
 - The Gate Church:
 - An application was made to improve the water main; however, utilities are not eligible.
 - Funding to add a Knox Box has been approved.

BUILDINGS:

- Park n Ride:
 - The official grand opening took place September 6th.
 - An information sheet was attached for committee information and can also be found on the Cities website.
 - Effective October 1st there will be two hundred and fifty (250) stalls available for rent.
 - Consider arranging a tour of the facility for the committee.
- Integrated Health:
 - A groundbreaking media presentation for the first TRIP project will take place on October 15th at 10:00 a.m.
- The Post Office:
 - The Updated Design Document was attached for committee information. The Historic Places Advisory Committee and Public Art Committee has also reviewed this document and have provided feedback. Any comments can be sent to A. Malcolm.
 - The Development Permit application is being reviewed and they hope to start exterior work this fall.
- Scotia bank (corner of Galt Gardens) – A conditional offer has been accepted.

BUDGET (QUARTERLY) - An updated report will be provided at the October meeting.

WHAT'S HAPPENING:

- Member Reports:
 - Allied Arts Council (D. Leite):
 - The Yates official grand opening took place September 6th and free public tours of the back stage area will be available next Friday the 27th.
 - Information about Arts Days will be sent to the committee via e-mail.
 - Economic Development Lethbridge (EDL) (E. Crane):
 - TechConnect workshops are taking place with regards to entrepreneurship.
 - “Lethbridge Brighter Together” branding is being launched this weekend at both the U of L and Lethbridge College.
 - Downtown BRZ (S. Kain):
 - The Farmers Market is done for the season.
 - Development Industry (T. Fujita):
 - The Parade of Homes is underway.
 - Southern AB Ethnic Association (SAEA) (R. Kofi Odei-Wontumi):
 - The Building Cultural Bridges Series will take place each Monday from September 16th to October 14th.
 - Citizen-at-large (M. Wiebe):
 - The U of L is hosting the Big Bang this weekend.

- The scavenger hunt was a success and brought a lot of people into the downtown.
 - Public Professor Series will be starting up on September 26th and take place at the Sandman Signature.
- Lethbridge Historical Society (LHS) (L. Johansen):
 - The 13th Street Walking Tour will take place on September 24th.
 - LHS will be at the Word on the Street again this year.
- Citizen-at-large (C. Piedalue):
 - Courtney Atkinson is doing an Amazing Race Team Building for the Real Estate Agents in the downtown.
 - Check out Clara’s show on Jess FM on Thursday mornings.
- Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge (J. Stambene):
 - The new map of the city is complete and gone to print.
- Citizen-at-large (B. Greenshields):
 - Bonny would like the HOC to continue to advocate for a large centre such as a convention centre in the downtown.
- Development Officer (K. Deaust):
 - The City has had a lot of interest and projects in the works with regards to the downtown.
- Councillor (M. Campbell):
 - Council took part in presenting to the Government on the Supervised Consumption Site.
 - The Watch Program provided Council a report which was positive overall.
- Urban Revitalization Manager (A. Malcolm):
 - Word on the Street takes place September 20th and if there is anyone interested in speaking on HOC’s behalf let Andrew know.
 - Reconciliation Week takes place next week and all events with the exception of one (1) will be held in the downtown.
 - The Streets Alive Feeding Program has moved to the Soup Kitchen location.
 - The Watch Program can be contacted to do safe walks.
 - The 3rd Avenue Construction project design is complete and the Request for Proposal (RFP) for construction is going out for tender soon.
 - Parklets:
 - The committee is encouraged to take and share the Parklet Survey; C. Lorenz will share it with committee.
 - Parklets can be found at Umami, Penny Coffee House, O-Sho’s, Tacos Made in Mexico & Dillon’s Burger.
 - Parklets will be removed October 15th.

FUTURE TOPICS:

- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none"> • Upcoming HOC/BRZ Joint Meeting – Send out details. • Discuss and assign T. Fujita to a subcommittee. • Solidify Celebrate DT appointments and chair at the next HOC meeting. • Park n Ride – Arrange tour for the committee? <p>C. LORENZ – Share Parklet survey with the committee.</p> <p>L. JOHANSEN - E-mail A. Malcolm about the eight (8) buildings owned by the City (Back Alley Signs).</p>
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NEXT MEETING:

The next regular meeting will be held Wednesday, October 9th, 2019

ADJOURNMENT:

Meeting adjourned at 5:04 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, October 9th, 2019, at 3:30 p.m., Culver City Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Bonny Greenshields, Citizen-at-large
Clara Piedalue, Citizen-at-large
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Sheri Kain, Downtown BRZ
Richard Kofi Odei-Wontumi, Southern AB Ethnic Association (SAEA)
Trent Fujita, Development Industry (BILD)
Marcia Nesch, Citizen-at-large
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Kevin Deaust, Development Officer II
Cidnee Lorenz, Recorder
Sergeant Mike Williamson, Lethbridge Police Service
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
-

CALL TO ORDER:

The meeting was called to order at 3:36 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

IN-CAMERA DISCUSSION – Parking Rates:

M. Campbell moved that discussion take place In-Camera at 3:36 p.m.

CARRIED

J. Stambene moved that the In-Camera discussion be closed at 4:13 p.m.

CARRIED

APPROVAL OF AGENDA:

E. Crane moved that the agenda be approved as presented.

CARRIED

ADOPTION OF MINUTES:

M. Campbell moved that the minutes of September 11th, 2019 HOC meeting be approved as presented.

CARRIED

MEMBERSHIP – Nothing to note

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report:
 - Sergeant M. Williamson has taken over as the Sergeant of the Downtown Police Unit.
 - There are currently forty-six (46) Watch volunteers and there are ten (10) on the street at all times.

BUSINESS ARISING FROM THE MINUTES:

- Park n Ride Tour – The tour is scheduled for October 15th at 1:00 p.m.
- Celebrate Downtown Subcommittee Appointments:
 - L. Johansen and C. Piedadue have been appointed to the Celebrate Downtown subcommittee with C. Piedadue being elected as the Chair.

PROJECTS:

- Branding and Marketing Strategy:
 - The Strategic Planning document was attached for committee information and was discussed at the joint DBRZ/HOC meeting on September 26th.
- Subcommittee Reports:
 - Local Culture and Values:
 - The Oki project has been a success.
 - Back Alley Signage – Update next meeting.
 - Galt Gardens First Nations Plaza Project:
 - Proposal document attached for committee information.
 - J. Head and A. Malcolm will take the proposal to the Reconciliation Committee to ask for support in moving this along to the design phase.
 - Exciting and Vibrant:
 - Activity Grant discussed later in the agenda.
 - Complete Neighborhoods:
 - The HOC Master Plan Request for Proposal will be brought to the November meeting.

PROGRAMS:

- Activity Grant:
 - 2020 Review and Important Dates:
 - The 2020 Grant Review Summary, Grant Guidelines and Application was attached for information and points of interest were as follows:
 - The new application deadline is November 29th, selections will be made by mid-December and the media announcement will take place in January.
 - A Rubric Evaluation will be used to make selections this year.
 - A non-profit can keep their profit, however their Rubric for the following year will be docked accordingly.
 - Section 1 Admin Fees – Remove “admin time less 10%” and stop at insurance, permits.
 - Discussion took place on return on investment and funding an economic multiplier; A. Malcolm will talk to W. Slenders.
 - Discussion took place on connecting outside events with the Downtown businesses; S. Kain will bring this to the BRZ Board for discussion.
 - E. Crane moved that the Heart of Our City Committee accept the Activity Grant Application as amended.
 - 2019 Updates:
 - The Public Service Announcement is ready to go out tomorrow.

CARRIED

- Due to a last minute location change to the Exhibition Park, the Festival of Lights/Dance event will now receive a Community Event Grant from Recreation and Culture instead of the originally approved Activity Grant.
 - The Bright Lights Festival is being reworked to a series of events throughout the winter.
 - 6th Street Best of the Best – The event never got off the ground by the original organizers, so the BRZ has taken over planning.
 - Banners and Promotional Materials:
 - Due to event changes and cancellations, there is \$15,622 in remaining funds.
 - The existing banners which are used at different events have become quite weathered.
 - A. Malcolm will bring a banner and promotional materials quotes back to the November meeting.
- Adaptive Reuse Program:
 - There are three (3) applications in; former Action Conditioning building, The Gate Church and the Post Office.

BUILDINGS:

- Integrated Health “Project Media Event” – An invitation to the October 15th event was sent to the committee today.
- Imperial Oil Reclamation (804 3 Ave S) – Land is being reclaimed with the hopes that there will be future development.
 - A. Malcolm is in discussion with the owners to put in planters or murals to beautify the site while waiting for future development.

BUDGET (QUARTERLY):

- The budget was disbursed for Committee information.
 - Business Improvement Loan – A. Malcolm proposes that the amount currently being budgeted for this program be reduced and funds moved to a new Maintenance and Operating line beginning in 2020.

WHAT’S HAPPENING:

- Member Reports:
 - Development Industry (BILD) (T. Fujita):
 - The keys were handed back to their Home Renovation winner.
 - Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge (J. Stambene):
 - The downtown map is being worked on and the city other map is being distributed.
 - Citizen-at-large (J. Head):
 - Treaty 7 has just hired an IT person.
 - If anyone is interested in promoting their businesses or events, send the information to Jordan and he will have it added to their Facebook page.
 - Urban Revitalization Manager (A. Malcolm):
 - Parklets have wrapped up. The survey results put into a “What we heard report” and shared at the Open House on October 23rd.
 - The City is partnering with Alberta Health Services to bring “Opioids Don’t Discriminate” to Lethbridge. This event will take place November 22-23rd in the 2nd floor of the Park n Ride.
 - Allied Arts Council (D. Leite):
 - Christmas at Casa will take place November 15-16th and there are four (4) Artisan Markets also taking place that evening.

- Citizen-at-large (C. Piedalue):
 - Please vote for The Lethbridge Chamber of Commerce Business of the Year award.

FUTURE TOPICS:

- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none"> • Back Alley Signage – Update next meeting. • Bring the HOC Master Plan Request for Proposal to the next meeting. • Activity Grant – Talk to W. Slenders with regards to return on investment and an economic multiplier. • Bring banner and promotional materials quotes back to the November meeting. <p>S. KAIN – Bring discussion regarding connecting outside events with the Downtown businesses to the BRZ Board.</p>
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NEXT MEETING:

The next regular meeting will be held Wednesday, November 13, 2019

ADJOURNMENT:

Meeting adjourned at 5:43 p.m.

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, December 11th, 2019, at 3:30 p.m., Culver City Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)
Erin Crane, Economic Development Lethbridge (EDL)
Clara Piedalue, Citizen-at-large
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Sheri Kain, Downtown BRZ
Trent Fujita, Development Industry (BILD)
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Marcia Nesch, Citizen-at-large
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Michael Boh, Project Coordinator
Cidnee Lorenz, Recorder
- REGRETS:** Bonny Greenshields, Citizen-at-large
-

CALL TO ORDER:

The meeting was called to order at 3:37 p.m.

ACKNOWLEDGE STATEMENT:

“The City of Lethbridge acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people, past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Metis Nation of Alberta, Region III.”

APPROVAL OF AGENDA:

J. Stambene moved that the agenda be approved with the following addition:

- 7. c. Back Alley Signage

CARRIED

ADOPTION OF MINUTES:

S. Kain moved that the minutes of November 13th, 2019 Heart of Our City Committee meeting be approved as presented.

CARRIED

MEMBERSHIP:

- January Chair Appointment – D. Leite expressed her interest in continuing as HOC Chair. Anyone else who is interested in having their name stand can let A. Malcolm know.

PRESENTATIONS AND DELEGATIONS:

- Lethbridge Police Service (LPS) Report – Not in attendance

BUSINESS ARISING FROM THE MINUTES:

- Downtown Clean and Safe 2020 Funding Request – The presentation took place and was approved by City Council on December 9th, 2019.

PROGRAMS & PROJECTS:

- 2020 Activity Grant Funding Recommendation:

- S. Kain and D. Leite left the meeting prior to the In-Camera discussion due to organizational conflicts of interest at 3:43 p.m. –

- L. Johansen moved that discussion take place In-Camera at 3:45 p.m.

CARRIED

- N. Chatur-Muhammad moved that the In-Camera discussion be closed at 4:06 p.m.

CARRIED

- S. Kain and D. Leite returned to the meeting at 4:08 p.m. –

- C. Piedalue moved that the Heart of Our City Committee approve the 2020 Activity Grant funding proposal as presented.

- S. Kain and D. Leite did not take part in the vote.

CARRIED

- Film Fest:

- S. Kain moved that the Heart of Our City Committee fund \$6,000 to the Film Fest event provided they have an affiliate signature associated with the event by December 31st, 2019.

CARRIED

- A. Malcolm will let Film Fest know of HOC's decision above.

- Filipino Fest – The HOC does not approve funding for the Filipino Fest at this time and request they submit an accurate budget projection for consideration at HOC's January meeting.

- A. Malcolm will reach out to Filipino Fest to let them know the decision above.

- Activity Grant applicants will be notified of funding decision next week.

- A. Malcolm will check if the media release could take place on January 9th at Casa.

- Parklet Pilot Program and Recommendation (A. Malcolm & M. Boh):

- The recommendation was presented to the committee and points of interest were as follows:

- The Parklet Survey received one hundred and sixty-two (162) submissions which were mostly positive and survey results will be published publically.

- An RFP will go to local companies for the custom design and build of two (2) modular parklets as well as one (1) sidewalk bypass.

- Modular style parklets will reduce the operational cost of having to rebuild and dismantle the parklets each time.

- Purchase of more Fermob bistro style furniture to go with the new parklets.

- Further purchase of planters will be in a different product than the current fiber glass product which was found to chip.

- User friendly guidelines will be put together.

- Provide grant funding of up to \$5,000 matching with maximum of two (2) per year, on a first come first serve basis and application can only be made one every five (5) years.

- Provide up to \$500 in matching for plants, planters and furnishings up to a maximum of \$5,000/year.

- Provide \$1,000 per parklet to cover permit fees.

- HOC Budget Allocations:

- Allocate \$6,000/year of HOC's total budget for any general maintenance that will come up.
- Budget \$25,000 for Parklets by 1) allocating \$15,000 of the current Mainstreet Program budget to Parklets and by 2) reallocating \$10,000 from the Business Improvement Loan to the Mainstreet Program "Parklet" budget.
- L. Johansen moved that the Heart of Our City Committee approve the Parklet Pilot Recommendation as presented.

CARRIED

- Back Alley Signage (M. Boh):
 - The sign design has been decided on and the Lethbridge Historical Society is now investigating ways to attach signs to buildings.
 - All signs will be purchased upfront and the first twenty (20) will be installed in the New Year.
 - The QR code will be a sticker that can be attached and removed.

BUILDINGS – Nothing to note

BUDGET (QUARTERLY) - The next budget update will take place in February.

WHAT'S HAPPENING:

- Member Reports:
 - Economic Development Lethbridge (EDL) (E. Crane):
 - EDL, Lethbridge Chamber and BRZ partnered up on #shoptogetherYQL.
 - Brighter Together Survey – A report will be available in the New Year.
 - Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - Broadband survey has wrapped up and received seventy (70) responses.
 - Downtown BRZ (S. Kain):
 - The Holiday Market was well received.
 - The synthetic ice surface will be available again on December 14th.

FUTURE TOPICS:

- Exhibition Park Presentation on Proposed Convention Centre

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • Activity Grant - Film Fest, Let Film Fest know of HOC's decision above. Filipino Fest, let them know of the decision above. Check if the media release could take place on January 9th at Casa.
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NEXT MEETING:

The next regular meeting will be held Wednesday, January 8th, 2020

ADJOURNMENT:

Meeting adjourned at 5:23 p.m.