

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, February 12th, 2020, 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)
Trent Fujita, Development Industry (BILD)
Marcia Nesch, Citizen-at-large
Jordon Head, Citizen-at-large
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
Sheri Kain, Downtown BRZ
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Jackie French, Southern AB Ethnic Association
- REGRETS:** Clara Piedalue, Citizen-at-large
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Bonny Greenshields, Citizen-at-large
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- M. Campbell Chaired the meeting until D. Leite arrived –

CALL TO ORDER:

The meeting was called to order at 3:35 p.m.

1. 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.”

2. ADOPTION OF MINUTES:

S. Kain moved that the minutes of January 8th, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**

3. APPROVAL OF AGENDA:

L. Johansen moved that the agenda be approved as presented. **CARRIED**

4. BUSINESS ARISING FROM THE MINUTES:

- Details regarding the next joint HOC/BRZ meeting will be sent out following the BRZ AGM in March.

5. AGENDA ITEMS:

a) **Lethbridge Police Service Report – Nothing to note**

b) **Subcommittee Reports:**

- Celebrate Downtown:
 - The media launch will take place this Friday at 10:00 a.m.
 - There are three (3) confirmed sponsors to date and the sponsorship packages will be available Friday morning.
 - Legacy Award – All members of HOC are asked to provide one (1) nomination for the Legacy Award. Nominations can be sent to C. Piedalue via e-mail and selection for the award will take place at next month's HOC meeting.
 - Gala Entertainment – The Allied Arts Council has an artist roster of approximately one hundred and fifty (150) artists which can be tapped into.

- D. Leite arrived and took over as Chair from M. Campbell at 3:45 p.m. –

- Clean and Safe - A Clean and Safe Subcommittee is being established; S. Kain and N. Chatur-Muhammad will sit on this subcommittee.
- Complete Neighborhoods - Nothing to note.
- Exciting and Vibrant:
 - Anniversary Recognition Program – The subcommittee will proceed with collecting information needed to determine business and organization milestones.
 - Some ideas to promote downtown summer events include getting out to the broader community (e.g. airshow), check-in with Tourism Lethbridge on major events, work with the rebranding committee to discuss the ability of producing shopping and dining brochures for the downtown.
 - Alberta Summer Games (ASG) – A. Malcolm met with the manager of ASG's and was given a sponsorship package which he will bring to the subcommittee for discussion.
 - Ideas to promote the downtown events to the larger community include working with Tourism Lethbridge and BRZ to cross promote downtown events, Activity Grant Passport, large-scale heart and HOC Fun Run.
 - Other ideas include a downtown piano, blocks, a presentation circuit, Hurricanes autograph session, Lethbridge Bulls and working with media to promote positive stories about the downtown core.
- Local Cultures and Values:
 - The Reconciliation Committee is in support of the Galt Gardens monument that was proposed and a member of that committee will be a part of that process. The next step is to draft a RFP for a design consultant.
 - Back Alley Signage – Lethbridge Historical Society will meet to determine individual placement and which signs will be installed first.
 - Should the language reflect today's atmosphere? Or reflect the time when they were created?
 - The Indigenous Cultural Centre Feasibility Study was presented to Council on Monday. Although it did not specify exact locations for a future Centre, it did talk about aspects that should be considered when choosing the location.
 - Pocket Park – A landscaper will be hired to plant indigenous plants in the pocket park next to the Gate Church.

c) **Downtown Branding Project - Progress Report:**

- The Downtown Lethbridge Brand Strategy was attached for committee review and points of discussion were as follows:
 - The branding committee (BRZ, HOC, EDL, and Communications) are working on the creative.
 - The two (2) options include 1) Crafted Together Tagline and 2) No Tagline – "Together" theme throughout the creative.
 - A survey will be sent to the HOC, the Chamber and BRZ to help determine where businesses see themselves.

- Any comments on the brand strategy can be sent to A. Malcolm.

- E. Crane left the meeting at 4:33 p.m. –

d) Heart of Our City Master Plan 2.0 Update:

- After discussions between the City Manager and A. Malcolm, it has been decided that instead of hiring a consultant to redo the HOC MP, it would be more beneficial to use funding to hire a two (2) year term position to assist A. Malcolm in turning existing suggestions into actual projects.
- A. Malcolm is working with HR on the job description and will notify committee when it is to be posted.

e) March 24th Community Conversation:

- A. Malcolm has reviewed sixteen (16) documents relating to the downtown and has put together thirty (30) topics/actions.
- A Public Engagement to discuss these topics is set for March 24th and there would be value in having HOC members attend.
- A. Malcolm will have an information package available for the next meeting.

f) Budget:

- 2019 Year End:
 - The 2019 budget and actuals were attached for committee information:
 - Business Improvement Loan (Community Futures) – In reviewing historic spending there has consistently been a large surplus.
 - There was a onetime security surplus which administration has requested be carried over to 2020 for future use.
- 2020-2022 Updated Budget:
 - The amended 2020-2022 budget was attached for committee review.
 - Business Improvement Loan budget has been reduced by \$10,000 and the Main Street budget increased by \$10,000.
 - a. Parklets and patios will be included in the Main Street budget.
 - L. Johansen moved that the amended Heart of Our City budget for 2020-2022 be approved.

CARRIED

6. IN-CAMERA - None

7. ROUNDTABLE:

- Citizen-at-large (M. Wiebe):
 - Melissa is in possession of a plaque which should be installed on the Penny Building; A. Andrew will make a note to have this included in the budget and installed.
- Allied Arts Council (D. Leite):
 - Family Fun Day will take place at Casa on Family Day.
 - On March 7th the Community Band is hosting a concert featuring all women conductors and composers.
- Urban Revitalization Manager (A. Malcolm):
 - Projects underway include the purchase of self-watering planter replacements, garbage can replacements, street light banners, design and build of two (2) custom parklets and YMCA deconstruction.
 - Clean Sweep Program:
 - The programming which currently funds half of the CSP has recently changed and the program as is would likely not qualify for funding.
 - The BRZ and A. Malcolm have worked together to change the proposed CSP budget and application in order to meet the new requirements and feel that if approved the program will be much more well-rounded. In the event the proposal is not approved, there is funding available through the Clean and Safe budget however the program would be taking a large cut.

- Councillor (M. Campbell):
 - The search for the new City Manager is still underway.
- Development Industry (BILD) (T. Fujita):
 - BILD hosted their annual Awards of Excellence last Friday.
- Southern AB Ethnic Association (J. French):
 - SAEA is in the planning stages of their annual events.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - On February 21st the Chamber is hosting the Government and You.
- Downtown BRZ (S. Kain):
 - The DBRZ's AGM will take place on March 4th.
 - The RBC Summit will take place March 13th.
- Lethbridge Historical Society (L. Johansen):
 - LHS is preparing for the Provincial Budget.
 - LHS is reprinting Plants and the Blackfoot and it should be released in early spring.

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • Send details regarding the next joint HOC/BRZ meeting following the BRZ AGM in March. • Legacy Award – Selection for the award will take place at next month's HOC meeting. • Anniversary Recognition Program – Assist subcommittee with collecting of information needed to determine business and organization milestones. • Alberta Summer Games (ASG) – Bring sponsorship package to subcommittee for discussion. • Downtown Branding Project – Send survey to the HOC, the Chamber and BRZ to help determine where businesses see themselves. • March 24th Community Conversation – Have information package available for the next meeting. • Penny Building Plaque – Arrange for installation and add to plaque budget.
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8. NEXT MEETING:

The next regular meeting will be held Wednesday, March 11th, 2020

9. ADJOURNMENT:

Meeting adjourned at 5:21 p.m.