

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, March 10<sup>th</sup>, 2021, at 3:30 p.m., Zoom Conference Call with the following in attendance:

- MEMBERS:** Lorien Johansen, Lethbridge Historical Society (LHS) (Chair)  
Jackie Stambene, Tourism Lethbridge (Vice Chair)  
Erin Crane, Economic Development Lethbridge (EDL)  
Tara Gillanders, Allied Arts Council  
Jackie French, Southern AB Ethnic Association  
Sheri Kain, Downtown BRZ  
Melissa Wiebe, Citizen-at-large  
Penny Warris, Citizen-at-large  
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Tulene Steiestol, Executive Director, DBRZ
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Suketu Shah, Citizen-at-large  
Ken Harvie, Development Industry  
Kevin Brees, Citizen-at-large
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### CALL TO ORDER:

The meeting was called to order at 3:34 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:

E. Crane moved that the minutes of the February 10<sup>th</sup>, 2021 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

### 3. ADOPTION OF AGENDA:

J. French moved that the agenda be approved as presented.

**CARRIED**

### 4. BUSINESS ARISING FROM THE MINUTES:

- A. Malcolm will follow-up with LPS again requesting that a short written report be submitted when a representative is unable to attend the meeting.
- A. Malcolm will distribute the document the committee had worked on a few years ago that identified where things were in relation to the HOC Master Plan.

**5. IN CAMERA – Nothing to note**

**6. AGENDA ITEMS:**

- a) Lethbridge Police Service Update – Nothing to note
- b) Simply Delivery Project Wrap-Up:
  - Between December 18<sup>th</sup>, 2020 and February 28<sup>th</sup>, 2021 there were 272 new users, 612 website orders, 20 new downtown vendors joined Simply Delivery and the promo code value of \$5,400 resulted in \$70,000 in sales.
  - A total of \$10,412 was funded by the HOC.
  - The committee has requested that testimonials via video promotion and/or a news article be done; this will be led by the BRZ.
- c) Clean Sweep Program Proposed Changes 2021:
  - Changes include:
    - Stricter reporting metrics similar to the Province. Specific reporting has been built in on a monthly basis to check performance indicators prior to payment being issued.
    - The manager position will now include more program development, sponsorship, community connection, and promotion on social media.
    - Two (2) foreman positions will be responsible for on the street teams and will report to the manager.
    - There will be two (2) shifts; a morning and an evening.
    - Underway - Branded gear, press release and community presence.
- d) Governance Review Implementation Update:
  - Presentations:
    - Presentations were made to the Governance Standing Policy Committee and the Civic Works Standing Policy Committee.
    - Both committees had questions but were generally supportive. The Governance Review is moving forward for recommended adoption on March 23<sup>rd</sup>.
  - HOCC Terms of Reference Amendments – Nothing to note
  - Next Steps:
    - Strategic Plan/Work Plan/Direction Going Forward – Committee, Subcommittees and R & R:
      - Feedback from both Standing Committee's will be taken to the Steering Committee for discussion and work before being brought back to the HOC.
      - Subcommittees - Subcommittee meetings will not be scheduled at this time. If there is an item that needs to be addressed a subcommittee may meet or the item will be brought to the regular HOC meeting.
    - Committee Membership:
      - Considerations include:
        - Reduction in committee members.
        - Move away from organizations to members-at-large with certain skill set.
      - Committee members will take a month to consider, talk to their stakeholder organizations and discuss again at the April meeting.
- e) Activity Grant:
  - At the December 2020 meeting, a motion was made and carried to not accept any new Activity Grant applications until July 1<sup>st</sup>, 2021.
    - Discussion took place on possibly fee for servicing the Activity Grant out.
      - As people are planning and assurances need to be made with regards to funding, a small group will meet with A. Malcolm to discuss different alternatives which will then be brought back to the April meeting.
      - A. Malcolm will arrange for E. Crane, J. Stambene and P. Warris to meet within the week.
  - Celebrate Downtown:
    - Discussion took place on shifting the event to the BRZ.

- T. Steiestol will take this discussion back to the BRZ Board and submit a letter of interest to the HOC to lead the event.
- Add continued discussion to April agenda.

## 7. ROUNDTABLE:

- Downtown BRZ (S. Kain):
  - The BRZ's AGM took place Monday and a new Board of Directors has been voted in.
- Tourism Lethbridge (J. Stambene):
  - TL remains closed to the public and is focusing on outdoor programming this year which include the Food Truck Fiesta, Outdoor Pop-up Antique Saturdays and the Windy City Golf Classic.
- Allied Arts Council (T. Gillanders):
  - Casa will be opening in a limited way.
  - The AAC AGM will take place via zoom on March 30<sup>th</sup>.
- Southern AB Ethnic Association (J. French):
  - SAEA will be opening for dance lessons, karate and small weddings and funerals.
  - Taste of Thailand will take place on March 26<sup>th</sup>.
  - COVID programming will continue until the end of March.
  - SAEA's new website is up and running.
- Citizen-at-large (P. Warris):
  - A group from the U of L did a zine for Black History Month and the Analog store event was a success.
- Economic Development Lethbridge (E. Crane):
  - The EDL AGM will take place on March 17<sup>th</sup>.
  - EDL's slide deck presentation on all of Lethbridge Census Metropolitan Area's economic indicators will be available on April 7<sup>th</sup>. In addition, the next HOC/BRZ joint meeting may be a good opportunity to share the presentation.
    - A. Malcolm will follow-up with Erin.
- Downtown BRZ (T. Steiestol):
  - The BRZ is working on their spring campaign which has a theme of "Businesses Blooming".
- Citizen-at-large (M. Wiebe):
  - The U of L is encouraging and asking students to return to the campus in the fall.
- Citizen-at-large (J. Head):
  - The U of L had their Indigenous Awareness Week the first week of March.
  - Jordan is now working with the School District No. 51 as a consultant.
- Lethbridge Historical Society (L. Johansen):
  - G. Kuhl will be doing a presentation on March 23<sup>rd</sup>.
  - LHS is awarding local business gift packs to new memberships.
- Urban Revitalization Manager (A. Malcolm):
  - The Chamber will be holding a session tomorrow called "The State of Industry on Retail".
  - New garbage cans will be rolled out slowly and distributed evenly throughout the downtown.
  - The Patio and Parklets Program press release will be released next week.
  - The 3<sup>rd</sup> Avenue reconstruction will start up again soon.

- Festival Square is at 95% detailed design as of today. The stage component has been removed from the initial design component due to budget constraints however a submission has been made for a federal grant in hopes that the stage component can move forward.
- People are investing in commercial locations and the four (4) year incentive budget may only last one (1) year.
- Galt Gardens security will most likely start as of April 1<sup>st</sup>.
- Andrew had an interesting conversation with a business owner about her experience with opening up a business in the downtown. A meeting will be arranged for her to share her story with City Administration, the Chamber, BRZ and EDL.

<b>ACTION:</b>	<p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>● Request that LPS submit a short written report when they are unable to attend.</li> <li>● Distribute the document the committee had worked on a few years ago that identified where things were in relation to the HOC Master Plan.</li> <li>● Add “Committee Membership” discussion to April agenda.</li> <li>● Activity Grant - Arrange for the subcommittee of E. Crane, J. Stambene and P. Warris to meet within the week for further discussion and add continued discussion to the April agenda.</li> <li>● Celebrate Downtown - T. Steiestol will take this discussion back to the BRZ Board and submit a letter of interest to lead the event. Add continued discussion to April agenda.</li> <li>● Follow-up with E. Crane on EDL presentation to HOC/BRZ.</li> </ul> <p><b>HOC COMMITTEE</b> – Discuss committee member composition with perspective organizations.</p> <p><b>T. STEIESTOL:</b></p> <ul style="list-style-type: none"> <li>● Simply Delivery – Testimonials and wrap-up.</li> <li>● Take the Celebrate Downtown Event discussion to the BRZ Board and submit a letter of interest to lead the event.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, April 14<sup>th</sup>, 2021

**9. ADJOURNMENT:**

Meeting adjourned at 5:40 p.m.