

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, April 8th, 2020, at 3:30 p.m., Zoom Conference Call 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
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Clara Piedalue, Citizen-at-large
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Bonny Greenshields, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Sergeant Mike Williamson, Lethbridge Police Service
- REGRETS:** Jordon Head, Citizen-at-large
Marcia Nesch, Citizen-at-large
Melissa Wiebe, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
-

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:

S. Kain moved that the minutes of March 11th, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**

3. APPROVAL OF AGENDA:

M. Campbell moved that the agenda be approved with the following amendments:

- Add – “Attachment 4” to 6. e. iv. Exciting and Vibrant
- Change – 6. f. “Attachment 4” to “Attachment 5”

CARRIED

4. BUSINESS ARISING FROM THE MINUTES:

- Committee Conferences and Training Plan – Pending, bring forward to a future meeting.

5. **IN CAMERA** – Nothing to note

6. AGENDA ITEMS:

a. Lethbridge Police Service Report:

- The Park N Ride has been problematic with loitering, disturbances, fearmongering and bathrooms being used as wash houses.
 - The Park N Ride is the only city facility that remains open in the downtown currently.
 - Transit will be moving to by-reservation programming only as of today.
 - The Park N Ride will remain open and the City is in the process of opening the Galt Gardens washroom as well. Both with increased cleaning and security.
- Essential service businesses in the downtown are experiencing a lot of shoplifting.
- New CPO training has been postponed until further notice.
- The Watch Program – Only paid staff are out currently and volunteers are not being utilized at this time.
- LPS are out on foot and patrolling the streets.

- B. Greenshields joined the meeting at 3:49 p.m. –

b. Membership:

- i. Zoom Meetings during COVID-19 - The Committee would like to continue meeting via Zoom Conference.
- ii. Development Industry Member – The City Clerk’s Office will not be advertising committee positions right now.

c. Bylaw 6206 Review – Code of Conduct for Citizen Members Appointed to Boards, Commissions and Committees:

- D. Leite and A. Malcolm have drafted some comments and/or suggestions and will send to the committee for review prior to sending to the City Clerk’s office.

d. Joint HOC/BRZ Downtown COVID-19 Response Team:

- A. Malcolm, D. Leite, E. Crane, C. Piedalue, S. Kain, H. Heggie, J. Bacon and M. Campbell have been meeting regularly and notes from those meetings were shared and discussed at last week’s joint HOC/BRZ meeting.

e. Subcommittee Reports:

- i. Celebrate Downtown:
 - The Celebrate Downtown Event has tentatively been rescheduled for October due to COVID-19.
 - Jess FM interviews are still taking place and nominations have been extended until May 1st.
 - Sponsorships will be revisited in the future and the sub-committee may put in a request to HOC for additional funding in the future.
- ii. Clean and Safe:
 - This subcommittee hasn’t fully been established but there will be a need to have this up and running in the next couple of weeks.
 - LPS has reached out to the City to have municipal bylaws reviewed as they are looking for greater powers within the Municipal Bylaws to enforce. There may be a role within the Clean and Safe subcommittee to provide feedback through that process.
 - Diversion Outreach Team are down to bare bones and doing primarily transportation services between service providers as opposed to responding to public phone calls.
 - The Clean Sweep program is down to a team of six (6) as opposed to twenty-five (25).
 - The SAGE Clan is being stretched due to more work as opposed to less people.
- iii. Complete Neighborhoods:
 - Personas:
 - The estimate for developing the personal personas has come in at just under ten thousand dollars (\$10,000) and would take 2-3 months.
 - The committee would like to see the proposal prior to making a decision.
 - A. Malcolm will add this to the May agenda for review and discussion. If there is urgency on the vendor’s end this will be sent to the committee for review and discussion prior to May’s meeting.

iv. Exciting and Vibrant:

o Activity Grant:

- Notes with regards to Activity Grant subcommittee discussion were attached for committee review.
- Only two (2) events have taken place this year and a significant amount of events will be effected by COVID-19 restrictions. Messaging to this point includes three (3) options; business as usual, cancel 2020 event and host in 2021 (money can be reclaimed) or cancel 2020 event and if not rescheduled for 2021 the money will be forfeited.
- A. Malcolm has created a recommendation on behalf of the Exciting and Vibrant Subcommittee and points of interest are as follows:
 - o \$10,000 in funding to come from either unspent 2020 Activity Grant or the existing downtown reserve for online events.
 - o Establish an application and process that is quick and simple and includes similar questions as the main application.
 - o Requirement for a safety plan, downtown promotion, for a prerecorded or live message from a Heart of Our City member, use of logo throughout the recording and for the footage of the event to be submitted to the committee.
 - o Subcommittee would be tasked with reviewing and approving the event application and a monthly report would come to the regular HOC meeting.
 - o Open deadline as opposed to one set date and the event would be required to be held in 2020.
 - o Events that have a fundraising component would be allowed in special circumstances.
 - The committee may not be comfortable with a fundraising component.
 - o Not limited to non-profit, businesses are allowed.
 - o Two (2) streams; (1) to events already approved, requiring submission of a new budget and then it would be 50% of the maximum (2) for new events, could apply for maximum of \$2,000 and 50% matching funding.
 - o A. Malcolm will send this proposal to the committee for review and the committee is asked to provide him or D. Leite with written feedback. The subcommittee will meet next week to review the feedback and then e-mail HOC with a recommendation. A decision will be made via a special meeting or e-mail.

v. Local Cultures and Values:

- o The back alley signage and Blackfoot Plaza projects are on hold until it is appropriate to move forward again.

f. Downtown Branding Project Progress Update:

- The final Brand Mission, Vision and Story was reviewed last week at the joint HOC/BRZ meeting.
- D. Leite moved that the Downtown Lethbridge Brand Strategy be accepted as presented.

CARRIED

7. ROUNDTABLE:

- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - o Updates are being sent to their members daily.
 - o Tomorrow a survey will be launched to quantify impacts on businesses.
- Economic Development (E. Crane):
 - o In conjunction with the Chamber and BRZ #inthistogetheryql was launched last week.
 - o Working on agriculture and supply chain programs.
- Citizen-at-large (C. Piedalue):
 - o Clara will be interviewing H. Heggie on her Jess FM show tomorrow.

- Citizen-at-large (B. Greenshields):
 - The utility box wrap submission has been extended to April 30th and six (6) will be chosen for the pilot project.
- Councillor (M. Campbell):
 - City Council passed the resolution for 3rd Avenue construction to proceed.
- Allied Arts Council (D. Leite):
 - Allied Arts Council is looking at moving their ACC Works to an online store as well as working at getting some of their Casa programing into a virtual format.
- Urban Revitalization Manager (A. Malcolm):
 - The Post Office development is still a go and have received their municipal level heritage approval which has triggered the provincial level.
 - 3rd Avenue – Administration has been meeting with businesses today to give them updates.
 - The Exhibition Park has reached out to see whether downtown could support a full Farmer’s market on Wednesdays and Saturdays throughout the summer.
 - If the committee is being approach with questions regarding the BRZ Levy, they can be directed to Andrew or T. Stilson.

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> • Bylaw 6206 Review – Send drafted comments and/or suggestions to the committee for review prior to sending to the City Clerk’s office. • Persona - Add this to the May agenda for review and discussion. If there is urgency on the vendor’s end this will be sent to the committee for review and discussion prior to May’s meeting. • Activity Grant - Send this proposal to the committee for review and the committee is asked to provide him or D. Leite with written feedback. The subcommittee will meet next week to provide the feedback and then e-mail HOC with a recommendation. A decision will be made via a special meeting or via e-mail.
----------------	---

8. NEXT MEETING:

The next regular meeting will be held Wednesday, May 13th, 2020

9. ADJOURNMENT:

Meeting adjourned at 5:15 p.m.