

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, July 8<sup>th</sup>, 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)  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Jackie French, Southern AB Ethnic Association  
Bonny Greenshields, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)  
Jordon Head, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Ken Harvie, Development Industry
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder
- REGRETS:** Clara Piedalue, Citizen-at-large  
Marcia Nesch, Citizen-at-large  
Sheri Kain, Downtown BRZ  
Melissa Wiebe, 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:

J. French moved that the minutes of the June 10<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

#### 3. ADOPTION OF AGENDA:

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

**CARRIED**

4. **BUSINESS ARISING FROM THE MINUTES** – Nothing to note

5. **IN CAMERA** – Nothing to note

#### 6. AGENDA ITEMS:

- a. **Presentation: Downtown BRZ Testing Area/Better Block Concept:**

- The Better Block Concept:
  - Educates communities on how to reshape and promote the growth of healthy and vibrant neighborhoods and is based on low cost, easy to do, temporary, forward thinking, and experimental actions.
- Proposed scenarios specific to Lethbridge include enhancements to the Farmers Market such as the addition of bike parking, benches, lawn games, food trucks as well as bump out enhancements, mural projects, back alley enhancements/connectivity.
- Funding would come from different sources such as the BRZ, Exhibition Grounds, Public Art Committee small project fund, HOC, Mainstreet and the public enhancement CIP.
- BRZ requests that A. Malcolm assist them with red tape within the City and that HOC members reach out to their stakeholder groups when needed.

**b. Committee Membership:**

- K. Harvie was ratified by City Council on June 29<sup>th</sup> as the Heart of Our City Development Industry representative.

**c. Subcommittee Updates:**

- Clean and Safe:
  - The subcommittee is working hands on with the Sage Clan and the BRZ to assist them in building out an enhanced Sage Clan Program. \$48,000 has been secured from the Provincial Government and another two (2) grants have been applied for which would potentially bump total funding to \$200,000. The proposed program will be presented to the BRZ board asking for their support to run the Sage Clan similar to the Clean Sweep Program.
  - LPS, The Watch and the Sage Clan are continuing to meet on a regular basis.
- Complete Neighborhoods:
  - The Personas Project is ongoing and the survey was launched today. The committee is encouraged to take the survey and pass it on to their stakeholder groups.
- Exciting & Vibrant:
  - The Brand Development was launched on June 22<sup>nd</sup> and the launch included radio advertising and contest, street banners, webpage revamp, branded parklets and more.
  - Celebrate Downtown:
    - A request for estimate was sent out to multiple companies. London Road Media has been selected by the subcommittee to proceed with the video production component of Celebrate DT. There will be a two (2) month roll out on the videos starting the last week of July.
    - The Celebrate Downtown budget was attached for committee review. The subcommittee requests that HOC consider funding an additional \$3,500 for the revised virtual 2020 event.
    - E. Crane moved that in addition to the previously approved \$2,000 funding for 2020, the Heart of Our City Committee approve a request for additional funding of \$3,500 taking the total funding for the 2020 Celebrate Downtown Event to \$5,500.

**CARRIED**

- Activity Grant:
  - A full report will be provided in August.
- Governance & Strategy:
  - Joint Governance and Operational Review:
    - The Request for Quotation (RFQ) was developed by the subcommittee, reviewed by procurement and was posted on the City website and International Downtown Association website. It is open until July 17<sup>th</sup> and seventeen (17) different consultants have downloaded the bid documents to date.
    - RFQ will be awarded by August 1<sup>st</sup> and the review is expected to be completed by the end of September.
    - Terms of Reference to establish a working agreement on the objectives, expectations and processes for points of non-agreement between BRZ and HOC was drafted and attached for committee review and approval.

- L. Johansen moved that the Heart of Our City Committee approve the Terms of Reference as presented.

**CARRIED**

**d. Festival Square Redesign Concepts:**

- A stakeholder meeting was held with Stantec and thirteen (13) stakeholders took part. The same questions from the meeting are live on the website until July 10<sup>th</sup>, the committee is encouraged to view the designs, take the survey and pass it on.

**e. Downtown Parking Discussion:**

- The Lethbridge Community and Economic Recovery Committee provided the recommendation that the City provide free parking in the downtown area until December 31<sup>st</sup>, 2020. This recommendation was referred back to the Lethbridge Recovery Committee for further discussion, to return to City Council prior to August 31<sup>st</sup>, 2020.
- Up until now, parking has not been enforced in the downtown.
- The BRZ's recommendation is to have free parking.
- Discussion took place and points of interest were as follows:
  - Free parking in the downtown will impact not only the Park N Ride revenue but also private parking owners.
  - The key shopping times should be considered.
  - Consider a timeframe and trial period and advertise this.
  - Health and safety aspect should be considered.
  - Consider tying this in with the new downtown branding.
  - Consider partnering with EDL on an updated study similar to the Environics – EDL Trade Catchment Study but with it being more specific to the downtown.

**f. Boards, Committees, and Commissions Bylaw Review:**

- The City Clerk's Office is asking for the feedback of Committee Chairs, Committees and administrative committee supports. Feedback will be provided to the City Clerk's Office via the HOC Chair, D. Leite. Draft comments were provided to HOC for review and discussion.
- Any feedback should be sent to A. Malcolm by July 31<sup>st</sup> and this will be up for final review and discussion at the August meeting.

**7. ROUNDTABLE:**

- Citizen-at-large (B. Greenshields):
  - The colors and branding of the parklet at the Umami looks fabulous.
- Economic Development Lethbridge (E. Crane):
  - There are eight (8) new business advisors at Teconnect that are available to any business in the region who are suffering.
- Tourism Lethbridge (J. Stambene):
  - TL is back to 60% capacity for staff and have started opening to visitors and locals Thursday-Saturday.
  - The new visitor guide is available and will be distributed in the downtown.
- Citizen-at-large (J. Head):
  - The Reconciliation Flag Raising Ceremony took place in June.
  - Any proactive ideas that the committee may have with regards to Reconciliation can be forwarded to Jordan who will share it with the Reconciliation Committee.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
  - The Board approved two (2) policies that they are being put forward to the Canadian Chamber of Commerce 1) broadband 2) water.
  - A T-shirt campaign is underway to raise money for a grant for businesses.
  - A State of the Industry is being hosted by the Chamber and will take place this Monday.

- City Council (M. Campbell):
  - Phase 2 Operational Review Report went to Council and is being reviewed.
  
- Allied Arts Council (D. Leite):
  - Casa is slowly reopening by appointment only.
  - The “Summer Salon” gallery is open from July 6-August 21<sup>st</sup> by appointment only.
  - Dawn encourages the committee to check out the Performing Arts Centre survey that is out.
  - Continuing to work on programming for Art’s Days and Mayors Luncheon.
  
- Urban Revitalization Manager (A. Malcolm):
  - Andrew will be bringing forward two (2) professional development opportunities to the committee at the next meeting.
  - The downtown speed reduction survey is closed.
  - Two (2) HOCHIP applications have been submitted and are being reviewed.
  - Andrew is set-up and available three (3) days a week at his 3<sup>rd</sup> Avenue office.
  - City Council has asked administration to look at both 5% and 10% reductions to operating budgets.
  - Andrew will send the committee an e-mail to see who would be comfortable with a walking tour this year.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>• Provide the committee with a full Activity Grant Report.</li> <li>• Boards, Committees, and Commissions Bylaw Review – Final review and approval added to August agenda.</li> <li>• Add two (2) professional development opportunities to August agenda.</li> <li>• Send the committee an e-mail to see who would be comfortable with a walking tour this year.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, August 12<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:30 p.m.