

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, June 10<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)  
Erin Crane, Economic Development Lethbridge (EDL)  
Sheri Kain, Downtown BRZ  
Clara Piedalue, Citizen-at-large  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Bonny Greenshields, Citizen-at-large  
Jordon Head, Citizen-at-large  
Melissa Wiebe, Citizen-at-large  
Jackie French, Southern AB Ethnic Association  
Marcia Nesch, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
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### CALL TO ORDER:

The meeting was called to order at 3:32 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 May 13<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. Committee Membership:

- Development Industry Position – City Clerk’s has received four (4) applications to date.

**b. Subcommittee Updates:**

- Clean and Safe:
  - The subcommittee includes J. French, N. Chatur-Muhammed, B. Greenshields and M. Wiebe.
  - Discussion took place on The Watch Program and programming options for the Sage Clan.
    - Depending on the upcoming Council agenda, a special HOC meeting may need to be held.
    - If J. Head has the opportunity, he would like to meet with both the head of the Sage Clan as well as the organizer of the defunding petition.
      - A. Malcolm will forward Mark Brave Rock's contact information and D. Leite will forward petition organizers information which is listed on a government website to J. Head.

-C. Piedalue joined the meeting at 4:13 p.m.-

-M. Nesch left the meeting due to technical difficulties at 4:14 p.m.-

- Complete Neighborhoods:
  - The subcommittee includes E. Crane, C. Piedalue, S. Kain, L. Johansen and the development vacancy.
  - Downtown Personas Project:
    - CGI was hired to do the persona development.
    - The subcommittee has compiled and provided a stakeholder list and any documents pertaining to the downtown to CGI.
    - Twenty-two (22) stakeholder phone calls have been made already.
    - Although safety concerns will not be included in the personas, there will be a safety section of the persona development.
    - Another meeting will take place next week with the subcommittee and CGI to discuss the next step which is a public survey.
- Exciting & Vibrant:
  - The subcommittee includes C. Piedalue, M. Nesch, J. Head, L. Johansen and J. Stambene.
  - Brand Development:
    - Different street banners are being made for the Post Office, Casa and the Old Fire Hall. A street banner for the Galt Gardens pergola is also being designed.
    - The launch date has been pushed back to June 22<sup>nd</sup> and will take place at Festival Square.
    - Branded parklets are in the process of getting tear drop banners.
    - The downtownlethbridge.com website will be updated and ready to go by the new launch date.
    - A. Malcolm will be presenting to the EDL Board on May 17<sup>th</sup>.
  - Celebrate Downtown:
    - The subcommittee was going to bring back a budget based on the quote they received from London Road Media however due to the high dollar value decided to request additional proposals. Three (3) RFP's in addition to London Road Medias are being reviewed.
      - Once the subcommittee has their recommendation, A. Malcolm will send the committee a request for motion to approve.
    - The subcommittee has selected a list of winners based on nominations that came in, crystal hearts will be ordered today and the video production will take place the last week of June.
  - Activity Grant:
    - A. Malcolm will be touching base with all virtual Activity Grant recipients to see if they will be moving forward and have met grant expectations.
- Governance & Strategy:
  - The subcommittee includes D. Leite, M. Campbell, N. Chatur-Muhammed, E. Crane and S. Kain.

- The RFP for reviewing the HOC and BRZ structures and a working agreement are being drafted and will be circulated to the committee once confirmed.

**c. Festival Square Redesign Concepts:**

- A. Malcolm and T. Stilson have been working with Stantec on the initial design which was attached for committee review.
- The committee along with businesses on 6<sup>th</sup> Street and 3<sup>rd</sup> Avenue will be invited to a Zoom meeting next Thursday to see designs and provide feedback via an online survey.

-J. Head left the meeting at 4:30 p.m.-

-M. Wiebe left the meeting at 4:32 p.m.-

**d. 2022-2025 Downtown CIP Project Strategy:**

- The next CIP process has started and A. Malcolm has drafted a Downtown Strategy which was attached for committee feedback.
- Any questions or feedback can be directed to A. Malcolm.

-C. Piedalue left the meeting at 4:38 p.m.-

**7. ROUNDTABLE:**

- Economic Development Lethbridge (E. Crane):
  - The most recent survey results were launched on EDL’s site.
  - EDL will be holding a webinar next week about the impacts of COVID on the economy.
  - EDL has been working with Calgary Economic Development on an agricultural study and this should be out next week.
- Southern AB Ethnic Association (J. French):
  - SAEA is scheduled to reopen on July 6<sup>th</sup>.
  - Several different online classes are running and will continue for the next month.
- Lethbridge Historical Society (L. Johansen):
  - LHS is launching a YouTube channel.
- Tourism Lethbridge (J. Stambene):
  - TL is doing a soft opening this weekend.
  - The new map and visitor guide is ready to go to the printer.
- City Council (M. Campbell):
  - Recovery committees continue to meet regularly.
- Allied Arts Council (D. Leite):
  - Casa is open to those who have an access pass and are on track to open to summer camps on July 6<sup>th</sup>.
- Urban Revitalization Manager (A. Malcolm):
  - There has been lots of interest in the parklets.
  - Speed Survey – The survey received 1,700 responses within a 24-hour period with the majority against the speed limit reduction.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>● Forward Mark Brave Rock’s contact information to J. Head.</li> <li>● Celebrate Downtown - Send the subcommittee recommendation to the committee for approval.</li> <li>● Activity Grant - Touch base with all virtual Activity Grant recipients to see if they will be moving forward and have met grant expectations.</li> </ul>
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	<b>D. LEITE</b> - Forward petition organizers contact information which is listed on a government website to J. Head.
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, July 8<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:21 p.m.