

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, March 11th, 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)
Marcia Nesch, 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
Clara Piedalue, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Jackie French, Southern AB Ethnic Association
Sergeant Mike Williamson, Lethbridge Police Service
William Slenders, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
- REGRETS:** Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
Bonny Greenshields, Citizen-at-large
Jordon Head, Citizen-at-large
Trent Fujita, Development Industry (BILD)
-

CALL TO ORDER:

The meeting was called to order at 3:33 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 February 12th, 2020 Heart of Our City Committee meeting be approved as presented.

CARRIED

3. APPROVAL OF AGENDA:

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

- Move “In Camera” ahead of “Agenda Items”.
- Add “Membership” as 6. a. moving other items down.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES:

- Joint BRZ/HOC Meeting Date – Friday April 3rd, 10:00 a.m. at Casa

5. IN CAMERA:

a. Celebrate Downtown Legacy Award:

- L. Johansen moved that the discussion take place In-Camera at 3:36 p.m.
- C. Piedalue moved that the In-Camera discussion be closed at 3:51 p.m.

CARRIED

CARRIED

6. AGENDA ITEMS:

a. **Membership:**

- BILD Resignation:
 - As BILD is primarily focused on residential building, the Board has made the decision to no longer have a representative sit on the HOC.
 - T. Fujita will remain on the Complete Neighborhoods subcommittee.
 - The City Clerk's office will work on advertising for a Development Industry replacement and will take a more targeted approach.
- Name Tags - C. Lorenz will be submitting an order for anyone requiring a new nametag.

b. **Lethbridge Police Service Report:**

- The Downtown Police Unit now has six (6) members on the street.
- There are currently nine (9) Community Peace Officer's primarily on foot in the downtown. Three (3) new CPO's have been hired and have just started their training.
- A new Watch Manager has been hired and there are currently forty-two (42) members which include full time, part time and volunteers.
- The Crime Suppression Team is up and running and are seeing good results.

c. **Subcommittee Reports:**

- Celebrate Downtown:
 - There are currently thirty-six (36) nominations and this will close on April 3rd. L. Johansen will update the Facebook page to include the nomination link.
 - Confirmed cash sponsors include RBC, Lethbridge Chamber, BRZ, LHS, SUMUS, and Brighter Together.
- Clean and Safe – Nothing to note.
- Complete Neighborhoods:
 - The subcommittee discussion was around evaluating what a complete neighborhood is and what is missing from the spectrum will be dependent on who the actual user is.
 - The subcommittee would like to consider hiring a consultant to do a specific engagement piece on defining who the personas are in the downtown. A. Malcolm has reached out to a consultant for a quote.
- Exciting and Vibrant – Nothing to note
- Local Cultures and Values:
 - The draft RFP for engagement and conceptual design work on the plaza space in Galt Gardens is ready and being reviewed internally. Funding for construction will be dependent on the scale of the project.
 - A. Malcolm will send the study on the Cultural Centre to the committee.
 - The order for the back alley signs has been placed and the installation will start in the spring. As the LHS has done the content development, HOC will pay for the signs and installation.

d. **Downtown Infrastructure Updates:**

- 3rd Avenue Reconstruction:
 - A construction management company has been hired and the construction tender will be issued shortly.
 - Construction may be shifted to start at SAAG and 6th Street intersection.

- A main floor space has been leased for the project office and is located on Acadia Block. Additional space is available and will be used for the Sage Clan.
 - There will be regular meetings to provide businesses with updates.
- Public Realm Enhancements:
 - Public Realm Enhancements include a downtown banner program, street light replacement, removal of garbage can planters, installation of new planters and garbage can replacement.
 - Stantec has been engaged to possibly meet with HOC and 6th Street businesses to do visioning around having a permanently closed space at Festival Square.
- 4th Avenue and 7th Street Cycling:
 - Cycling infrastructure is being installed along 7th Street, between 6th Avenue and 1st Avenue.
- e. **Downtown Branding Project Progress Update:**
 - A questionnaire for business and committee feedback is open right now. A. Malcolm previously sent the link and asks that everyone complete it.
 - Final direction and implementation plan will be presented at the joint BRZ/HOC meeting.
 - The new brand is planning to be launched at the May 1st Celebrate Downtown Event.
 - HOC has allocated \$50,000 toward the branding implementation. In addition to this, there will be another \$48,000 available from the Community and Regional Economic Support (CARES) Grant.
 - DowntownLethbridge.com will be the home page for the new Downtown Brand.
- f. **March 24th Community Conversation:**
 - A volunteer schedule was sent out by A. Malcolm for those who have volunteered however everyone from the committee is welcome to attend.
- g. **2020 Committee Conference Opportunities:**
 - Discussion took place around professional development opportunities for the committee and point of discussion were as follows:
 - The attending committee member would be required to report back to the HOC on what they learned.
 - Consider sponsoring something in Lethbridge in which the entire committee could attend.
 - Establish the budget and process for next year.
 - For those who are comfortable, there may be an opportunity to be a presenter at certain conferences.
 - A. Malcolm will draft a plan to bring back in April.
- h. **Allied Arts Council – Downtown Summer Vibrancy Funding Request:**
 - The Allied Arts Council has brought forward an application for \$5,037 for a Downtown Summer Vibrancy event for \$5,037; the application was attached for review.
 - At 5:02 p.m. D. Leite left the meeting during the funding request discussion due to conflict of interest.
 - E. Crane moved that the Heart of Our City Committee approve the Allied Arts Council’s request for \$5,037 in funding for the Downtown Summer Vibrancy event.

CARRIED

7. ROUNDTABLE:

- Tourism Lethbridge (W. Slenders):
 - TL is producing the Visitors Guide in house and it will feature a significant portion on the downtown and businesses.
 - TL will be placing twenty-five (25) two-way communication systems for the visitor centre throughout the city.
- Citizen-at-large (C. Piedalue):
 - Clara will be interviewing past Celebrate Downtown winners on her Jess FM show to continue promotion of the 2020 event.
- Southern AB Ethnic Association (J. French):
 - SAEA has been working on room staging and photography for promotional marketing of their facility rentals.

- An Innovation, Creativity, Equity and Diversity lunch and learn will take place at the centre tomorrow.
- Taste of Nicaragua will take place on March 27th.
- Economic Development (E. Crane):
 - Erin suggests businesses get their pandemic plans in place and that the Celebrate Downtown Event may need to be rescheduled.
 - EDL is hosting an event on March 23rd around Canada, US and Mexico trade.
- Councillor (M. Campbell):
 - Council deferred the decision on the Japanese Gardens CIP project for another two (2) weeks.
- Allied Arts Council (D. Leite):
 - Erin and Dawn will sit on a panel tomorrow with Dereck Stevenson from the ATB Arts and Culture branch at 12:30 p.m.
 - Allied Arts Councils AGM is scheduled for March 31st.
- Urban Revitalization Manager (A. Malcolm):
 - The Southern AB Council of Public Affairs will be presenting tomorrow at 11:30 a.m. on what it's like to own a business in the downtown during a drug crisis.
 - The Post Office plans will be unveiled at 1:00 p.m. tomorrow.
- Lethbridge Historical Society (L. Johansen):
 - Lorien has been selected to sit as the LHS representative on the naming committee for the new Southbrook school.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - Lethbridge Chamber of Commerce Conference is hosting this year.
- Downtown BRZ (S. Kain):
 - The DBRZ AGM took place on March 4th.
 - A gentleman from the Clean Sweep Program will manage the Clean Sweep crew while Melissa is on maternity leave.

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> ● Send the Study on the Cultural Centre to the committee. ● Draft a committee conferences and training plan to bring back in April.
----------------	---

8. NEXT MEETING:

The next regular meeting will be held Wednesday, April 8th, 2020

9. ADJOURNMENT:

Meeting adjourned at 5:31 p.m.