

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, May 13th, 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
Jordon Head, Citizen-at-large
Melissa Wiebe, Citizen-at-large
Jackie French, Southern AB Ethnic Association
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Sergeant Mike Williamson, Lethbridge Police Service
- REGRETS:** Marcia Nesch, Citizen-at-large
Lorien Johansen, Lethbridge Historical Society (LHS)
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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:

- a. J. French moved that the minutes of April 8th, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**
- b. J. Stambene moved that the following email motions made on April 17th, 2020 be approved:
- 1) “That in consideration of COVID-19 and the impacts on public gathering, the HOC amend the 2020 Activity Grant in alignment with the recommendations presented by the Exciting and Vibrant subcommittee to support virtual events that promote vibrancy in the Downtown. Further that \$10,000 be allocated from the Downtown Redevelopment Fund towards the revised initiative. AND Further that the Exciting and Vibrant subcommittee be appointed to review and approve applications with monthly reports to the full committee.”
 - 2) “That the HOC supports City of Lethbridge in hiring CGI Information Systems and Management Consultants Inc. to develop downtown personas. FURTHER that a maximum of \$15,000* be allocated from the Downtown Redevelopment Fund. AND Further that the Complete Neighborhoods subcommittee be appointed to provide oversight on the project.

*\$15,000 allows for leeway without formal motion if more personas are desired, if above motion is approved this decision would be made between the subcommittee and administration.”

CARRIED

- c. S. Kain moved that the minutes of May 1st, 2020 Heart of Our City Committee’s special meeting be approved as presented.

CARRIED

- d. E. Crane moved that the minutes of April 3rd, 2020 joint Heart of Our City and BRZ meeting be approved.

CARRIED

3. ADOPTION OF AGENDA:

- B. Greenshields 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. Membership:

- Development Industry Position - City Clerk’s office is now working on the posting, A. Malcolm will forward the posting to people he feels may be interested and encourages the committee to share it with anyone they feel would be a good fit.
- J. French was ratified as the Southern AB Ethnic Association HOC representative.

b. Subcommittee Updates:

- Clean and Safe:
 - Terms of Reference (TOR) have been drafted and the Galt Gardens Outreach Program is being worked on.
 - Clean Sweep – Provincial funding may not continue which would mean that the City of Lethbridge and HOC would become the sole providers.
 - City administration, BRZ and businesses are participating in a Bylaw review in hopes that this would provide LPS with the tools to better enforce.
 - General hot spot monitoring continues to take place.
 - LPS Update:
 - In house training for three (3) new Community Peace Officers was approved.
 - Regular patrols at the library are being performed to try and curb problematic behavior.
- COVID Task Force:
 - The group continues to stay in touch on a weekly basis to discuss any changes that are happening as a result of COVID.
- Celebrate Downtown:
 - With the uncertainties surrounding COVID-19, the subcommittee has made the decision to cancel the October event.
 - Alternatives such as 2 minute videos presenting the recipients with the crystal heart and presentation of nomination certificate which could be released on social media are being considered.
 - The group would like to proceed with some type of presentation of the Legacy Award.
 - C. Piedalue will be meeting with London Road Media this week and will ask him to submit a proposal to complete the projects mentioned above.
 - The subcommittee will put together a revised budget/plan and bring it to the June meeting.
- Complete Neighborhoods:
 - Persona Development - The kickoff meeting with the consultant took place yesterday. The subcommittee will be working on a key stakeholder list, will determine when the best

time is for a public survey and will work on providing the consultant with supporting information such as existing studies.

- Exciting and Vibrant:
 - Virtual Activity Grants:
 - The subcommittee has been reviewing applications on the virtual event grants.
 - \$8,650 of the initial \$10,000 has been awarded to date to Good Times, Umami, Theatre Outré, Allied Arts Council and O2 Training.
 - The summary was attached for committee information.
 - A. Malcolm will forward contact information of events to M. Campbell for him to help promote on social media.
 - Prior to increasing the budget of \$10,000, the committee would like to wait and see how successful the first events are. If a motion to increase the budget is needed sooner, a request can be done via e-mail.
 - Local Culture and Values – The back alley signage project and the Galt Gardens Blackfoot Plaza design RFP are on hold due to COVID.
- c. Letter of Support for Downtown BRZ Re: 2020 Levy Cancellation:**
- A copy of the letter was attached for committee information.
 - City Council approved the decision to cancel the 2020 levy, the BIA levy will show to businesses as zero balance owing on their tax bill and the funds will be taken from the downtown reserve and transferred internally.
- d. HOC & BRZ Governance Review:**
- Memo was attached for committee information.
 - Items to consider include:
 - Who will own the project and document?
 - Who will fund the review?
 - HOC - Governance structure and funding.
 - BRZ - Governance structure, bylaw, boundaries and funding.
 - Add the Clean Sweep Program as a social enterprise.
 - Consider future BIA's within the city and how does that fit in with the city funding?
 - Opportunity to use this document as a framework and recommendations for any BIA in the future.
 - Who makes the final decision? Who is responsible for implementing?
 - Timeline – It will be adventitious to complete by end of year.
- e. Subcommittee Reorganization:**
- Existing standing subcommittees include Exciting and Vibrant, Complete Neighborhoods, Local Cultures and Values, COVID-19 Task Force, Celebrate Downtown, Clean and Safe and Marketing and Branding.
 - In addition to the above, a Governance ad-hoc will be established.
 - A. Malcolm and D. Leite will put together a strawman and send to committee members individually for feedback and bring it back to the next HOC meeting.
- f. Downtown Infrastructure Updates:**
- 3rd Avenue Construction tender is ready and on track for July construction start.
 - Planter and tree removal have started.
 - Holes will be replaced with bricks and new planters installed on top of the new bricks.
 - Patios and Parklets PSA will be launched next week. Businesses will be able to expand seating and/or businesses out on the sidewalk. There will be flexibility for how businesses have things set-up however a two (2) metre free zone for accessibility is required.
 - Partnering with BRZ to close Festival Square to parking for the summer. Tables and chairs would be put out and BRZ would manage the space.
 - 4th Avenue and 7th Street Cycling Improvements – getting ready to go to tender for that project.
 - Streetlights including overhead wire will be replaced.
 - Relocating shallow utilities and replacing with new garbage cans and planters.
 - Post Office has development approvals along with both municipal and provincial Heritage approvals.

7. ROUNDTABLE:

- Citizen-at-large (J. Head):
 - Treaty 7 is in the process implementing safety procedures so they can begin to bring back their staff.
- Tourism Lethbridge (J. Stambene):
 - W. Slenders has resigned as the Executive Director of Tourism Lethbridge and there has been some additional layoffs at their office.
 - The new #yqlocal campaign has started which is a series of videos educating locals on what businesses are open and what is available. The next video will launch next week.
- Southern AB Ethnic Association (J. French):
 - Looking at revamping some programs into online.
 - D. Leite will forward Jackie and Clara some links to resources that might be able to help with moving events online.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - Tomorrow the Chamber is hosting “Preparing Your Business to Reopen”; contact Noorin for registration.
 - Through the recovery task force, they are launching a survey tomorrow.
- Downtown BRZ (S. Kain):
 - Some businesses are hesitating to open.
 - Stoketown has closed.
- Citizen-at-large (M. Wiebe):
 - U of L is still on lockdown, the registrar’s office is looking at what fall will look like and all classes will be online for the summer.
- Economic Development Lethbridge (E. Crane):
 - #inthistgether has been extended to #thankyoufrontliners and #stilopen.
 - A list of training service providers has been put together for anyone looking for free training.
 - Working with the Chamber on Personal Protective Equipment and a list where businesses go to find information is available.
 - A report on “Public Readiness and Trust” came out today and Erin can forward this to anyone who is interested.
- Allied Arts Council (D. Leite):
 - Allied Arts Council is producing digital content and sharing it on social media and evaluating what the reopening phasing will look like.
- Urban Revitalization Manager (A. Malcolm):
 - The new City Manager will start next week.
 - Parking may need to be enforced again if there is pressure from the businesses.

ACTION:	A. MALCOLM: <ul style="list-style-type: none">• Forward contact information of events to M. Campbell.• Subcommittee Reorganization - Put together a strawman and send to committee members individually for feedback and bring it back to the next HOC meeting. CELEBRATE DOWNTOWN SUBCOMMITTEE - Put together a revised budget/plan and bring it to the June meeting.
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8. NEXT MEETING:

The next regular meeting will be held Wednesday, June 10th, 2020

9. ADJOURNMENT:

Meeting adjourned at 5:55 p.m.