

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, September 9<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  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Clara Piedalue, Citizen-at-large  
Melissa Wiebe, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)  
Jordon Head, Citizen-at-large  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Ken Harvie, Development Industry
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Magdalena Szymanski, CGI Consultant  
Sergeant Mike Williamson, Lethbridge Police Service
- REGRETS:** Marcia Nesch, Citizen-at-large
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### 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:

- N. Chatur-Muhammad moved that the minutes of the July 8<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**
- N. Chatur-Muhammad moved that the minutes of the July 30<sup>th</sup>, 2020 Heart of Our City Committee Special Meeting be approved as presented. **CARRIED**
- August 12<sup>th</sup>, 2020 Heart of Our City Committee Meeting – NO QUORUM

#### 3. ADOPTION OF AGENDA:

J. Stambene moved that the agenda be approved with the following additions:

- LPS Update
- Paladin Contract Discussion

- EDL Testimonial
- Professional Development – IDA Fall Conference
- Allied Arts Council Art 3<sup>rd</sup> Avenue Art Project Proposal

**CARRIED**

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

**5. IN CAMERA** – Nothing to note

**6. AGENDA ITEMS:**

**a. CGI Persona Presentation (M. Szymanski, CGI Consultant):**

- Findings are based off of a review of existing documents, a public engagement survey and twenty-seven (27) stakeholder interviews.
- A very basic conceptualization of what a persona would look like was presented to the committee and HOC is comfortable with CGI moving forward.
- A marketing plan should be discussed once the personas have been completed.

**b. Lethbridge Police Service (LPS) Update (M. Williamson):**

- Since the Supervised Consumption Sites closure, police are seeing much fewer calls around the site proximity however increased calls throughout the downtown.
- Three (3) new CPO's are currently being trained. In addition, LPS is in the process of hiring seven to nine (7-9) more CPO's, which would begin training in October.
- Businesses are encouraged to call (403) 328-4444 if there are issues (911 if urgent) instead of calling Sergeant Williamson directly. This is important to ensure calls are tracked properly, which assists the police in knowing which areas to focus on.
- Alberta Health Services is contracting a different organization to distribute clean needles.
- A transition from Arches to the Clean Sweep Program has taken place for drug debris and needle collection and administration is working on getting Provincial funding to assist with this.

**c. Paladin Contract Discussion:**

- The DBRZ Board is concerned with the safety, drug debris and security in Galt Gardens.
  - Paladin was successful in securing services for all of the City facilities and a three (3) year extension was recently signed.
- Consider establishing more stringent hours in the park?
- The board would also like to push the Loitering Bylaw to be instated.
- A. Malcolm will add the DBRZ concerns discussion to the next Clean & Safe subcommittee agenda and bring an update to the HOC in October.

**d. Economic Development Lethbridge (EDL) Testimonial:**

- EDL would like to submit the "Brighter Together" brand for an international marketing Place Award and are requesting a testimonial letter from the HOC.
- M. Campbell moved that the Heart of Our City Committee draft and submit a letter of support for Economic Development Lethbridge's community brand "Brighter Together".

**CARRIED**

- E. Crane will forward a template to D. Leite who will draft the letter on behalf of the committee and then share it with the committee for final review.

**e. Professional Development - International Downtown Association (IDA) Fall Conference:**

- The IDA 2020 Fall Conference will take place virtually October 6-8<sup>th</sup>.
- The IDA member rate is approximately \$250 USD/person, however conference rooms can be booked for different sessions and multiple committee members can attend at one time.
- L. Johansen moved that the Heart of Our City Committee purchase three to four (3-4) International Downtown Association fall conference registrations not exceeding a total of \$1,500.

**CARRIED**

- A. Malcolm will secure rooms, purchase registrations and circulate the conference schedule to the committee.

**f. HOC Annual Report:**

- HOC's Annual Report was attached for committee information and has been submitted to the City Clerk's office but has not yet been published. The Boards, Commissions and Committees Day is Monday, September 14<sup>th</sup>.

**g. Grants and Incentives Update:**

- The Economic Recovery Committee tasked administration with bringing forward recommendations for a bolstered incentives program. The proposed changes will likely impact the "Heart of Our City" grants and incentives and offers an opportunity to improve them.
- Documentation attached for information, any feedback can be forwarded to A. Malcolm.
- Programs that would potentially fund the new incentive program include:
  - HOCHIP:
    - Total approved funding was 2.5 million dollars and all funding has been spent.
    - Twenty-three (23) units built, twenty (20) units approved and pending construction completion and two (2) applications have come in recently.
      - Eleven (11) units on the corner across from Casa.
      - Project at 102 Scenic Drive.
  - Adaptive Reuse Program:
    - Total approved funding was \$900,000 and currently there is \$637,000 in available funding.
    - Five (5) projects have been completed, two (2) applications with an approval in place and one (1) application pending review.
  - Main Street and the Business Improvement Loan Program.
    - Funding for these programs comes from within the Downtown Redevelopment Fund budget.
- C. Piedalue moved that the Heart of Our City recommends to city administration that funds previously allocated to the Downtown Redevelopment Fund remain allocated to the current downtown area redevelopment plan zone as opposed to being used to fund new or modified grants/incentives that may be offered outside the Downtown.

**CARRIED**

**h. Southern Alberta Art Gallery Request for Funding:**

- A letter requesting financial support of \$18,200 to fund an amendment to SAAG's business plan that would be utilized to inform a CIP project for the Modernization of SAAG was reviewed and discussed at a special HOC meeting held on July 30<sup>th</sup>.
- The HOC discussed the merits of the request and ultimately decided, unanimously, not to support the request at this time.
- Both the request letter and response letter were attached for committee information.

**i. Parklets Over Winter:**

- Based on the success of the Parklets, the City has been approached by individual businesses, the DBRZ and the Economic Recovery Committee to look at extending the October 15<sup>th</sup> parklet date indefinitely.
- Transportation doesn't have any major concerns however there will be a high risk of parklets being damaged with sliding cars and snowplows.
- It will be the business owner's responsibility to shovel off snow on and around the parklet.
- Discussion took place and points of interest were as follows:
  - Incorporate the new downtown brand with swag such as blankets and cushions.
  - Task the Exciting and Vibrant Subcommittee to tie in the DBRZ Winter Festival and any other winter festivals and discuss a passport/social media campaign.
- J. Stambene moved that the Heart of Our City Committee expand the parklet criteria in the Main Street budget to include parklet winterization.

**CARRIED**

**j. 2020 and 2021 Activity Grant Discussion:**

- A large surplus is expected in the Activity Grant budget for 2020.
- If the money was to be used for anything other than events and festivals, it would require making a note of change to business plan to City Council.
- Discussion took place and points of interest include:
  - Winter shopping campaign.

- Something similar to the “ShoptogetherYQL”
- Make the outdoor winter event bigger.
- Increase the outdoor skating rink and make it an event.
- Less restrictions, more flexibility on money.
- Make a presentation to the Economic Recovery Committee, to retain the 2020 Activity Grant funding but allowing it to be utilized in innovative ways around vibrancy.
- J. Stambene moved that the Heart of Our City Committee’s 2020 and 2021 Activity Grant funding be amended to include flexible uses that create vibrancy in the downtown.

**CARRIED**

**k. Allied Arts Council Activity Grant Request:**

**- D. Leite left the meeting due to conflict of interest at 5:25 p.m. –**

- The Allied Arts Council would like to make use of some of the rail tracks pulled out of the 3<sup>rd</sup> Avenue project to do an artist exhibition in Casa and on Rotary Square in the fall of 2021.
  - L. Johansen suggests the Allied Arts Council send an official letter to the Lethbridge Historical Society’s board detailing what they would like LHS to do with regards to partner work. A. Malcolm will pass this information on.

**- M. Campbell left the meeting at 5:30 p.m. –**

- E. Crane moved that the Heart of Our City Committee approve Allied Arts Council’s request for \$10,000 for an Artist Exhibition in Casa and on Rotary Square utilizing rail tracks pulled during the 3<sup>rd</sup> Avenue project.

**CARRIED**

**- D. Leite returned to the meeting at 5:32 p.m. –**

**I. Land Use Bylaw Amendments Incl. Minimum Parking Requirements Discussion:**

- As the Downtown ARP suggests minimum parking requirements be addressed, it is being proposed that the minimum parking requirement be removed in the downtown.
- Parking would then be at the developer’s discretion.
- Benefits of this proposed change include red tape, uncertainty, cost and time reduction.
- There will be a Public Engagement for all of the proposed Landuse Bylaw changes.

**- J. Stambene left the meeting at 5:35 p.m. –**

**m. Subcommittee Updates - A written report was as attached for committee review.**

- Exciting and Vibrant – Celebrate Downtown Update:
  - Filming for the winners took place last week.
  - Public release of the videos is scheduled for October 2<sup>nd</sup> in conjunction with First Friday.
  - Nominees will be interviewed by C. Piedalue on Jess FM.

**7. ROUNDTABLE:**

- Allied Arts Council (D. Leite):
  - HOC Meeting Attendance – A friendly reminder to the committee to provide A. Malcolm and D. Leite with as much notice as possible if unable to attend a meeting.
  - There are three (3) HOC Citizen-at-large positions up for renewal.
- Citizen-at-large (J. Head):
  - Reconciliation Week will take place the week of September 21<sup>st</sup> and everyone is welcome to participate.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):

- The Chamber of Commerce AGM takes place on September 24<sup>th</sup>.
- Business of the Year nominations are open and the Chamber is looking at new ways to host the awards in October.
  
- Southern AB Ethnic Association (J. French):
  - Taste of Mexico takes place tomorrow.
  - There is an office available for rent, contact Jackie for details.
  
- Downtown BRZ (S. Kain):
  - The Emergency Business Account for \$40,000 interest free until January 2023 has been extended to October 31<sup>st</sup>.
  - There is also a relief fund grant of \$5,000 that can be applied for and used towards a relaunch.
  
- Economic Development Lethbridge (E. Crane):
  - The Investment Readiness Program through Community Foundations is once again open and around social enterprises.
  - EDL is partnering with Supply Chain Canada and Damatic to do a virtual event.
  - EDL will be hosting an event around women in STEM for Women Entrepreneurs Week at the end of September.
  
- Urban Revitalization Manager (A. Malcolm):
  - Parking enforcement will commence on September 14<sup>th</sup>.
  - The Park N Ride – Any ideas for how to use commercial space can be sent to Andrew.
  - The call for downtown murals is closing next week. If you are aware of a good location for a mural, please share it with Andrew.

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| <b>ACTION:</b> | <p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>● Add DBRZ Board concerns discussion to the next Clean &amp; Safe subcommittee agenda and bring an update to the HOC in October.</li> <li>● Secure meeting rooms for IDA virtual conference and circulate the schedule to the committee.</li> </ul> <p><b>E. CRANE</b> – Forward the for brand testimonial template letter to D. Leite.</p> <p><b>D. LEITE AND A. MALCOLM</b> - Draft a testimonial letter for EDL and share with the committee for review.</p> |
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, October 14<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 6:00 p.m.