

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, April 14<sup>th</sup>, 2021, at 3:30 p.m., Zoom Conference Call with the following in attendance:

**MEMBERS:** Lorien Johansen, Lethbridge Historical Society (LHS) (Chair)  
Jackie Stambene, Tourism Lethbridge (Vice Chair)  
Sheri Kain, Downtown BRZ  
Tara Gillanders, Allied Arts Council  
Penny Warris, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)  
Jordon Head, Citizen-at-large  
Kevin Brees, Citizen-at-large  
Ken Harvie, Development Industry  
Jackie French, Southern AB Ethnic Association

**OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Tulene Steiestol, Executive Director, DBRZ  
Dominika Wojcik Lethbridge Chamber of Commerce

**REGRETS:** Melissa Wiebe, Citizen-at-large  
Suketu Shah, 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 March 10<sup>th</sup>, 2021 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:

- A. Malcolm will distribute the document the committee had worked on a few years ago that identified where things were in relation to the HOC Master Plan.
- Testimonials Simply Delivery (T. Steiestol):
  - Contemplate implementing phase 2 to assist businesses undergoing further restrictions.
  - Discussion took place and points of interest include:

- Parking for delivery drivers? Register license plates? Sticker in the dash of the window?
- Include all delivery companies? Or support the restaurant in covering delivery fees?
- A. Malcolm will arrange a separate meeting for the people who took part in the original Simply Delivery discussion.

**5. IN CAMERA – Nothing to note**

**6. AGENDA ITEMS:**

- a) Lethbridge Police Service Update:
  - With improved weather there has been an increase in encampment, loitering and engagement in negative behavior. Patrols have been increased in problematic areas.
  - Three (3) new Community Police Officers will be joining the patrols in the next few weeks.
  - A. Malcolm will circulate the LPS report.
- b) Member Update:
  - Due to serious family medical issues, S. Shah has not been able to attend a HOC meeting and has requested a leave of absence until the beginning of July.
  - D. Wojcik will be the new Lethbridge Chamber representative on the HOC; City Clerk's is in the process of formalizing the change.
- c) Ambassador Program Proposed Changes:
  - Proposed changes were attached for committee review and information.
  - Improvements include more focus on street activation, promotion and presence at events.
  - Reporting will be required on a monthly basis prior to payment and a quarterly report will be brought forward to the HOC.
  - The hope is to hire four (4) full-time university and/or college students for the summer carrying through one (1) full time role to the fall.
- d) Governance Review Implementation Update:
  - The Terms of Reference amendments were approved by City Council at the end of March. A. Malcolm will circulate to the committee as well as confirm they have been updated on the website.
  - Strategic Work Plan:
    - T. Steiestol and A. Malcolm will be meeting in the next week to make revisions based on feedback received by the subcommittee.
    - The revised Strategic Work Plan will then be brought back to the subcommittee prior to it being presented at the joint BRZ and HOC meeting.
  - Refocusing and expanding geographic mandate to cover off what is considered the “urban core” as opposed to the downtown.
    - How do we support the additional neighborhoods going forward?
    - Although the mandate has changed, the financial support has not.
    - A. Malcolm and/or L. Johansen will try to arrange HOC representation at the next Warehouse District meeting.
    - The committee is asked to come back to May's meeting prepared to discuss committee structure and membership.
- e) Celebrate Downtown:
  - The BRZ Board was unanimous in their support to become Celebrate Downtown champions and a letter of interest was included for further HOC discussion.
  - K. Harvie moved that the Heart of Our City Committee support the letter of interest and direct the DBRZ to move forward with planning of the Celebrate Downtown Event for a period of three (3) years. Furthermore, the DBRZ is asked to return to the Heart of Our City Committee with a proposed budget.
- f) Activity Grant:
  - J. Stambene, P. Warris, E. Crane and A. Malcolm met previously to discuss a potential fee for service arrangement for the Activity Grant, however since the meeting additional restrictions

**CARRIED**

have been put in place. Although there were good ideas as to what a fee for service would look like, this discussion will be put on hold until next year.

- Discussion took place on the following:
  - Open call to the public for vibrancy initiatives.
  - Tweak the existing Activity Grant.
  - Decorating of alley ways and popup shops on corners.
  - Consider a start-up competition for entrepreneurs and business start-ups. E. Crane will share this with Regional Innovation Network of Southern Alberta.
  - Permanent change? Or is this a change in response to what we are facing right now?
  - A. Malcolm will circulate the personas project which identified some very specific opportunities as it related to vibrancy. This may be an opportunity to share the persona project with the community.
- J. Stambene moved that the Heart of Our City Committee utilize the unspent 2020 and 2021 Activity Grant funding to support vibrancy in the downtown by putting out a call for proposals. In addition, the Heart of Our City Committee directs the subcommittee to draft a comprehensive rubric that identifies the Persona's.

**CARRIED**

- A. Malcolm will have a conversation with the City Manager to determine if this will need to go to City Council for a decision or for just a FYI.
- g) HOC/BRZ Joint Meeting – The joint meeting will take place in mid-May; a meeting invite will be sent out in the next few days.

## 7. ROUNDTABLE:

- Tourism Lethbridge (J. Stambene):
  - The golf tournament has been postponed to September 9<sup>th</sup>.
  - The online auction information will be forwarded out when it is available.
  - The AGM will be held on April 27<sup>th</sup> at 4:00 p.m.
  - The historic elements sitting on Tourism Lethbridge's site are going to be repurposed.
- Allied Arts Council (T. Gillanders):
  - AAC has applied for a large grant that would allow them to do ten (10) concert series on Rotary Square.
  - Casa remains closed, but is working on a Podcast and other online programming.
  - The public art mural project is going forward.
- Southern AB Ethnic Association (J. French):
  - SAEA's AGM will take place on April 22<sup>nd</sup> at 5:00 p.m.
  - The COVID Relief Assistance has received funding to continue for an additional four (4) months.
  - The Taste of Central America will take place on April 23<sup>rd</sup>.
  - The Women's Rights in Canada virtual information session will take place on May 17<sup>th</sup>.
- Citizen-at-large (P. Warris):
  - The scavenger hunt put on by the DBRZ was very successful.
- Economic Development Lethbridge (E. Crane):
  - The Brighter Together funding has ended as of March 31<sup>st</sup>.
  - EDL will present their Brighter Together survey results along with the end of year statistics to the DBRZ tomorrow and the HOC next month.
- Development Industry (K. Harvey):
  - Ken reminds everyone to fill out the Capital Improvement Program survey which can be found on the City website.
- Citizen-at-large (J. Head):

- E. Crane will forward the business incubator information to Jordan.
- Jordan continues to work with the Lethbridge School Division No. 51 as the Cultural Consultant.
- Lethbridge Chamber (D. Wojcik):
  - Several State of Our Industry’s will take place over the next few weeks 1) Career Development and 2) Focus on the Fitness Industry.
- Urban Revitalization Manager (A. Malcolm):
  - The city is receiving a lot of interest and applications with regards to the Parklet/Patio funding that has become available.
  - Lisa Trent is the new Director of Corporate and Customer Services at the City.
  - Andrew is seeing a lot of interest in incentives as well as development based inquiries.
  - The Festival Square construction will go to tender this week and the expected start will be September.
  - The Allied Arts Railway project will commence soon.
  - The Downtown Branding Grant cut off is April 30<sup>th</sup>.

<b>ACTION:</b>	<p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>● Distribute the document the committee had worked on a few years ago that identified where things were in relation to the HOC Master Plan.</li> <li>● Arrange a separate meeting for the people who took part in the original Simply Delivery discussion.</li> <li>● Circulate the LPS report.</li> <li>● Circulate and confirm the approved Terms of Reference have been updated on the website.</li> <li>● Arrange HOC representation at next Warehouse District meeting.</li> <li>● Circulate the personas project.</li> <li>● Activity Grant - Have a conversation with the City Manager to determine if this will need to go to City Council for a decision or for a FYI.</li> </ul> <p><b>HOC COMMITTEE</b> – Come to May’s meeting prepared to discuss committee structure and membership.</p> <p><b>E. CRANE</b> – Share Activity Grant discussion with Regional Innovation Network of Southern Alberta and forward the business incubator information to J. Head.</p>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, May 12<sup>th</sup>, 2021

**9. ADJOURNMENT:**

Meeting adjourned at 5:50 p.m.