

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, February 10th, 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)
Erin Crane, Economic Development Lethbridge (EDL)
Tara Gillanders, Allied Arts Council
Jackie French, Southern AB Ethnic Association
Sheri Kain, Downtown BRZ
Melissa Wiebe, Citizen-at-large
Ken Harvie, Development Industry
Kevin Brees, Citizen-at-large
Penny Warris, Citizen-at-large
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Tulene Steiestol, Executive Director, DBRZ
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
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:

E. Crane moved that the minutes of the January 13th, 2021 Heart of Our City Committee meeting be approved as presented.

CARRIED

3. ADOPTION OF AGENDA:

J. French moved that the agenda be approved with the following addition:

- Simply Delivery Update

CARRIED

4. BUSINESS ARISING FROM THE MINUTES – Nothing to note

5. IN CAMERA – Nothing to note

6. AGENDA ITEMS:

- a) Lethbridge Police Service Update:
 - A. Malcolm will request that LPS submit a short written report when they are unable to attend.
 - The City and the Blood Tribe are working together to keep people off the street by busing people to the reservation where they are being housed during cold weather.
- b) Festival Square Stakeholder Engagement Event:
 - The engagement will be hosted this evening to finalize designs for the Festival Square.
 - The goal is to have construction complete by July 1st.
- c) 2020 Annual Report:
 - The 2020 report was attached for committee review and will go to the Civic Works Policy Committee on March 23rd with L. Johansen there to present. The Governance Review will be presented at the same time.
 - A. Malcolm will reach out to Joyce to see if she would be willing to present.
- d) Governance Review Presentation:
 - The presentation was attached for committee information. A similar presentation was recently made to the DBRZ and was approved by their Board.
 - Implementation Plan:
 - The Implementation plan was developed by the Steering Committee and then drafted by A. Malcolm.
 - A. Malcolm and T. Steiestol have drafted a collaborative interim two-year strategic plan (2021-2022), will meet with the Steering Committee this week and then bring the plan to the March meeting for feedback and recommendations.
 - 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.
 - HOCC Terms of Reference (TOR) Amendments – Track Changes:
 - Amendments to the TOR were attached for committee review and discussion.
 - Amended HOCC Terms of Reference:
 - The committee would like organization appointments and their term to be left to the discretion of the organization; A. Malcolm will work with the City Clerk to amend wording.
 - J. Stambene moved that the Heart of Our City Committee approve the Implementation Plan and Terms of Reference as presented and amended.

CARRIED

- e) Simply Delivery Update:
 - At the beginning of February, the promo code had been used two hundred and eighteen (218) times, there was one hundred and eighteen (118) new users of the service since the promo code started and eight (8) new downtown businesses had signed up with fourteen (14) businesses total.
 - \$6,300 has been spent to date.
 - Once the updated stats are pulled together, L. Johansen will share this with interested vendors and BRZ will share positive messaging on social media.

7. ROUNDTABLE:

- Allied Arts Council (T. Gillanders):
 - Casa will remain closed until at least March 22nd however the ACC Works retail location remains open.
 - “Taxes for Artists” will take place on March 4th via zoom.
- Southern AB Ethnic Association (J. French):
 - Several events such as Black Cultural Dance, a Fashion Show and Taste of Columbia are all taking place in February and more details can be found on SAEA’s site.

- SAEA is accepting new memberships and renewals right now.

-K. Brees left the meeting at 5:04 p.m.-

- Economic Development Lethbridge (E. Crane):
 - The Lethbridge Brighter Together survey has been extended a week.
 - EDL’s end of year data will go to their Board next week and can be presented to the HOC and BRZ at their request.
- Tourism Lethbridge (J. Stambene):
 - The Strategic Plan is finished and they are now planning for their AGM.
 - Staff continue to work on summer programming.
- Citizen-at-large (M. Wiebe):
 - The U of L will be holding a week long “Virtual Play Day” in lieu of their annual Family Day event.
- Downtown BRZ (T. Steiestol):
 - The 2021 budget was presented to and approved by the DBRZ Board last night.
 - The “Love Local” social media campaign has been successful.
 - One hundred (100) Valentine boxes sold out immediately.
 - AGM will take place March 8th and DBRZ is recruiting for board members.
- Lethbridge Historical Society (L. Johansen):
 - A video tour from the family of one of the original clock tower caretakers is being put together. In addition, memories and artifacts are being collected and will be displayed in the Post Office building.
 - LHS is currently working on their new book “Lethbridge History and Pictures”.
- Urban Revitalization Manager (A. Malcolm):
 - City administration continue to work closely on the Post Office development.
 - Andrew and T. Steiestol are working together on revamping the Clean Sweep Program.
 - City administration continue to work through the challenges of getting supportive housing for the community.

ACTION:	<p>A. MALCOLM:</p> <ul style="list-style-type: none"> ● Request that LPS submit a short written report when they are unable to attend. ● 2020 Annual Report - Reach out to Joyce to see if she would be willing to present. ● Distribute the document the committee had worked on a few years ago that identified where things were in relation to the HOC Master Plan. ● TOR – Work with City Clerk to amend wording (organization appointments and their term to be left to the discretion of the organization). <p>L. JOHANSEN & T. STEIESTOL - Once the Simply Delivery updated stats are pulled together, share this with interested vendors and BRZ will share positive messaging on social media.</p>
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8. NEXT MEETING:

The next regular meeting will be held Wednesday, March 10th, 2021

9. ADJOURNMENT:

Meeting adjourned at 5:23 p.m.