

ATTACHMENT 1

MINUTES of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, January 13th, 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
Jordon Head, Citizen-at-large
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
Ken Harvie, Development Industry
Kevin Brees, Citizen-at-large
Penny Warris, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager
Cidnee Lorenz, Recorder
Tulene Steiestol, Executive Director, DBRZ
- REGRETS:** Suketu Shah, Citizen-at-large
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-The meeting was opened by A. Malcolm-

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:

J. Stambene moved that the minutes of the December 9th, 2020 Heart of Our City Committee meeting be approved as presented.

CARRIED

3. ADOPTION OF AGENDA:

J. French 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:
 - Introductions took place and the committee welcomed new members Penny Warris, Citizen-at-large, Kevin Brees, Citizen-at-large and Suketu Shah, Citizen-at-large.
- b) Committee Chair Election:
 - L. Johansen let her name stand for the 2021 Chair of the HOC and J. Stambene let her name stand as the 2021 Vice Chair of the HOC.
 - J. French moved that L. Johansen be elected as the Chair of the Heart of Our City Committee for 2021.

CARRIED

 - M. Wiebe moved that J. Stambene be elected as the Vice Chair of the Heart of Our City Committee for 2021.

CARRIED

-L. Johansen took over from A. Malcolm as Chair at 3:46 p.m.-

- c) Completed HOCC Governance Review:
 - Western Management Consulting was hired in August of 2020 to conduct a Governance Review on the Heart of Our City Committee, the Downtown BRZ and the Urban Revitalization Department. The final Governance Report was attached for committee information and points of interest were as follows:
 - Key themes and findings identified:
 - Current structure has been reasonably productive but could do better.
 - Attention and resources have been underutilized because of overlap in functions and lack of clarity in processes.
 - Business planning is weak.
 - There is no robust measurement of performance against goals.
 - The role of the Urban Revitalization Department is underreported since most of its activities appear within either HOC or BRZ.
 - Recommendations include:
 - Reemphasize the importance of the HOC Master Plan.
 - Establish clear roles and authorities for HOC, DBRZ and the Downtown Revitalization department.
 - Strategic focus for individual and coordinated activities.
 - Develop metrics and establish for reporting on them.
 - Leverage real-estate more actively in the downtown core.
 - A. Malcolm and T. Steiestol have worked together to develop a rough first draft of an action plan which will be presented to the subcommittee in the coming days. As well A. Malcolm will draft an amended Terms of Reference based off of the Governance Report.
 - The committee is asked to take time to compare the existing TOR with the Governance Report findings for differences and to send any comments or suggestions to A. Malcolm.
 - The draft action plan and proposed TOR will be brought to the February HOC meeting for review and discussion.
 - A. Malcolm will ask WMC what they are referencing when they refer to “HOC Dashboard” in their report.

7. ROUNDTABLE:

- Allied Arts Council T. Gillanders):
 - The AAC Works retail location remains open Monday to Friday.
 - Casa is closed and doing virtual education programming.
- Tourism Lethbridge (J. Stambene):

- Staff are working on programming for the summertime, cataloging videos and finishing up renovations.
- Southern AB Ethnic Association (J. French):
 - Upcoming programming will be virtual.
 - The COVID Assistance Program funding will be available until March.
- DBRZ (T. Steiestol):
 - The Box Program over Christmas was a success and the DBRZ plans to run the program quarterly in 2021 with the first being over Valentine's.
- Citizen-at-large (J. Head):
 - Jordan is working with the Lethbridge School District 51's Indigenous Consultant to use language as a reference point for culture and working with teachers and students via zoom.
- Economic Development Lethbridge (E. Crane):
 - In December, Lethbridge's unemployment rate was the highest in the province.
 - Development projects and their expected completion dates can be found on EDL's site.
 - EDL is partnering with the Lethbridge Chamber for the Brighter Together survey and everyone is encouraged to spread the word to ask businesses to complete the survey.
- Citizen-at-large (P. Warris):
 - Penny's independent bookstore, Analog Books recently opened in the downtown and it has been very successful.
- Citizen-at-large (K. Brees):
 - Park Place is doing everything they can to support the retailers. Sephora's grand opening will take place on January 22nd.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
 - The Mustard Seed engagement took place yesterday and was well attended. A second event will take place on January 19th.
 - The Mayor's Breakfast will take place via zoom at the end of the month.
- Urban Revitalization Manager (A. Malcolm):
 - The Code of Conduct Declaration needs to be signed and returned by each committee member by January 31st.
 - Metrics are being collected with regards to the Simply Delivery campaign that was launched before the holidays to determine how successful it was.
 - Development Incentives - As of January 1st, there have been nineteen (19) applications. There are two (2) Targeted Redevelopment Incentive Program (TRIP) applications that should go to council in March.
 - Festival Square Designs – The first meeting with Stantec took place last week and a public engagement to finalize the designs will take place the first week of February.
 - The Streets Alive expansion project has been appealed and will go before the Appeal Board tomorrow evening.
 - There is a proposal for a six (6) storey residential building at the former Immigrant Services Building adjacent to Casa which would partner with the YWCA.

ACTION:	A. MALCOLM: <ul style="list-style-type: none"> ● Bring the draft action plan and proposed TOR to the February meeting and ask WMC what they are referencing when they refer to "HOC Dashboard" in their report.
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	HOC COMMITTEE:
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- Take time to compare the existing TOR with the Governance Report findings for differences and to send any comments or suggestions to A. Malcolm.
- Return the Code of Conduct Declaration to City Clerk's by January 31st.

8. NEXT MEETING:

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

9. ADJOURNMENT:

Meeting adjourned at 4:48 p.m.