

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, January 8<sup>th</sup>, 2020, at 3:30 p.m., Culver City Room, City Hall with the following in attendance:

- CHAIR:** To be elected
- MEMBERS:** Dawn Leite, Allied Arts Council  
Mark Campbell, Councillor (Vice Chair)  
Erin Crane, Economic Development Lethbridge (EDL)  
Clara Piedalue, Citizen-at-large  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Trent Fujita, Development Industry (BILD)  
Marcia Nesch, Citizen-at-large  
Jordon Head, Citizen-at-large  
Bonny Greenshields, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Ryan Westerson, Legislative Services Manager  
David Sarsfield, Deputy City Clerk  
Bonnie Hilford, City Clerk  
Cidnee Lorenz, Recorder  
Sergeant Mike Williamson, Lethbridge Police Service  
Katherine Archibald, Lethbridge Chamber of Commerce  
Nick Kuhl, Downtown BRZ
- REGRETS:** Melissa Wiebe, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
- 

- A. Malcolm Chaired the meeting until “2020 Chair Appointment” in 5 (a) –

### 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:

C. Piedalue moved that the minutes of December 11<sup>th</sup>, 2019 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

### 3. APPROVAL OF AGENDA:

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

- 5. b. Lethbridge Police Service Report

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

**5. AGENDA ITEMS:**

- **5a) 2020 HOC Chair Appointment:**
  - D. Leite let her name stand for the 2020 Chair of the Heart of Our City Committee.
  - D. Leite was elected as the Chair of the Heart of Our City Committee for 2020.

**- D. Leite took over as Chair from A. Malcolm at 3:44 p.m. -**

- **5b) Lethbridge Police Service Report (Sergeant M. Williamson):**
  - The Downtown Police Unit has five (5) officers and they are currently backfilling for a sixth position.
  - Nine (9) Community Peace Officers (CPO's) are out on their own and stationed in the Downtown.
  - The Downtown Police Unit is taking a targeted approach to curb behaviors that are being seen.
  - The Crime Suppression Team will commence in a week and will be running both a covert and overt operation.
  - The government has enacted Bill C75 in hopes of making the criminal justice system more efficient.
  - The Streets Bylaw is currently under review and recommendations will be taken to City Council soon.
- **5c) City Clerk's Office Committee 101 Presentation (B. Hilford, R. Westerson and D. Sarsfield):**
  - The City Clerk's Office will send the presentation to the Committee and points of interest were as follows:
    - April 27<sup>th</sup>, 2020 is Boards, Commissions, and Committees (BBC) Day where all will have opportunity to report to Council.
    - Committee agenda's should be posted in advance of the meeting.
    - According to the Terms of Reference (TOR), the Chair has a voting right.
    - Non-members, alternates or members of the public cannot vote.
      - Voting for alternates attending on behalf of an organization may be added to the TOR if the Committee chose.
    - The HOC's current quorum is five (5).
    - At committee level a seconder is not needed.
- **5d) Celebrate Downtown Update:**
  - The 2020 Celebrate Downtown Event will be held at the Multicultural Centre on May 1<sup>st</sup> and will officially be called "Celebrate Downtown 5<sup>th</sup> Anniversary Gala".
  - A new sponsorship package will be ready to go in the next two (2) weeks.
  - The media launch is tentatively set for February 14<sup>th</sup>.
  - The 2020 Event will be the kickoff off for the new Downtown Brand.
  - The 2020 approved HOC budget is \$2,000; if additional funds are needed the subcommittee will come back to the committee with a request.
  - Legacy Award – Details such as nomination process and parameters are being discussed and should be brought back to the March HOC meeting.
- **5e) 2020 HOC Discussion:**
  - Points of discussion were as follows:
    - Complete Neighborhoods Subcommittee – Work on small projects in 2020 such as review TRIP or other incentives.
    - HOC/BRZ Joint Meetings should continue quarterly. A. Malcolm will look into planning the next joint meeting for the end of February.
    - Continue bringing in cultural elements to the downtown.
    - Review the mandate and direction of the Heart of Our City, and roles of the HOC and BRZ.
    - Boundaries and implications should be discussed at a future meeting.
    - Consider having the downtown focus on one element of arts and culture.
    - Exciting and Vibrant Subcommittee – Recognition program for long standing businesses.

**6. IN-CAMERA - None**

**7. ROUNDTABLE:**

- Urban Revitalization Manager (A. Malcolm):
  - The Urban Social Issues Study is currently being reviewed before going to Council.
  - The Activity Grant media event will take place tomorrow at 10:00 a.m., Casa.
- Downtown BRZ (N. Kuhl):
  - The Shop Together initiative was well received.
  - Opportunities - Alberta Summer Games, Ag Expo, Home and Garden's and Parade of Homes, take back to S. Kain/BRZ for discussion.
- Councillor (M. Campbell):
  - Councillor Campbell took part in making the draw for the Sage Clan.

**- M. Campbell left the meeting at 5:25 p.m. –**

- Tourism Lethbridge (J. Stambene):
  - The Tourism Lethbridge website is being updated.
  - Brochure stands have been purchased and disbursed around the community.
  - Another print of the new map is underway and advertising opportunities are available.
- Development Industry (BILD) (T. Fujita):
  - The Home and Garden show will take place in March.
  - Housing Awards Excellence will take place at the Coast Hotel on February 7<sup>th</sup>.
- Economic Development Lethbridge (EDL) (E. Crane):
  - The Brighter Together business surveys data is being compiled.
  - The Lethbridge Herald featured the Shop Together YQL winner in today's paper.
  - EDL is looking for a total of ten (10) new Board members.
  - Information on the Investment Readiness Program through the Community Foundation can be found at <http://www.cflsa.ca/granting>.
- Lethbridge Chamber of Commerce (K. Archibald):
  - The New Member Reception will take place on January 14<sup>th</sup>, the Mental Health in the Workplace will take place on January 22<sup>nd</sup> and the State of the City will take place on January 29<sup>th</sup>.
  - "The Exchange" will be starting in the end of January; details are still being ironed out.
- Allied Arts Council (D. Leite):
  - The Public Arts Committee is hosting the two artists who worked on the Public Art piece at SAEA; D. Leite will send out the invitation to the committee.
  - The Allied Arts Council will host their all day Family Day Program again this year.

<b>ACTION:</b>	<p><b>A. MALCOLM</b> - Planning the next joint meeting for the end of February.</p> <p><b>N. KUHL/S. KAIN</b> - Opportunity - Alberta Summer Games, Ag Expo, Home and Garden's and Parade of Homes, take back to BRZ for discussion.</p> <p><b>D. LEITE</b> – Send out the invitation for the Public Arts Committee Public Art piece event at SAEA.</p> <p><b>CELEBRATE DOWNTOWN SUBCOMMITTEE</b> – Bring back refined details on the Legacy Award to the Committee.</p>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, February 12<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:39 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, February 12<sup>th</sup>, 2020, at 3:30 p.m., Culver City Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)  
Erin Crane, Economic Development Lethbridge (EDL)  
Trent Fujita, Development Industry (BILD)  
Marcia Nesch, Citizen-at-large  
Jordon Head, Citizen-at-large  
Melissa Wiebe, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Jackie French, Southern AB Ethnic Association
- REGRETS:** Clara Piedalue, Citizen-at-large  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Bonny Greenshields, Citizen-at-large
- 

**- M. Campbell Chaired the meeting until D. Leite arrived –**

### **CALL TO ORDER:**

The meeting was called to order at 3:35 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:**

S. Kain moved that the minutes of January 8<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**

### **3. APPROVAL OF AGENDA:**

L. Johansen moved that the agenda be approved as presented. **CARRIED**

### **4. BUSINESS ARISING FROM THE MINUTES:**

- Details regarding the next joint HOC/BRZ meeting will be sent out following the BRZ AGM in March.

### **5. AGENDA ITEMS:**

a) **Lethbridge Police Service Report – Nothing to note**

b) **Subcommittee Reports:**

- Celebrate Downtown:
  - The media launch will take place this Friday at 10:00 a.m.
  - There are three (3) confirmed sponsors to date and the sponsorship packages will be available Friday morning.
  - Legacy Award – All members of HOC are asked to provide one (1) nomination for the Legacy Award. Nominations can be sent to C. Piedalue via e-mail and selection for the award will take place at next month's HOC meeting.
  - Gala Entertainment – The Allied Arts Council has an artist roster of approximately one hundred and fifty (150) artists which can be tapped into.

**- D. Leite arrived and took over as Chair from M. Campbell at 3:45 p.m. –**

- Clean and Safe - A Clean and Safe Subcommittee is being established; S. Kain and N. Chatur-Muhammad will sit on this subcommittee.
- Complete Neighborhoods - Nothing to note.
- Exciting and Vibrant:
  - Anniversary Recognition Program – The subcommittee will proceed with collecting information needed to determine business and organization milestones.
  - Some ideas to promote downtown summer events include getting out to the broader community (e.g. airshow), check-in with Tourism Lethbridge on major events, work with the rebranding committee to discuss the ability of producing shopping and dining brochures for the downtown.
    - Alberta Summer Games (ASG) – A. Malcolm met with the manager of ASG's and was given a sponsorship package which he will bring to the subcommittee for discussion.
  - Ideas to promote the downtown events to the larger community include working with Tourism Lethbridge and BRZ to cross promote downtown events, Activity Grant Passport, large-scale heart and HOC Fun Run.
  - Other ideas include a downtown piano, blocks, a presentation circuit, Hurricanes autograph session, Lethbridge Bulls and working with media to promote positive stories about the downtown core.
- Local Cultures and Values:
  - The Reconciliation Committee is in support of the Galt Gardens monument that was proposed and a member of that committee will be a part of that process. The next step is to draft a RFP for a design consultant.
  - Back Alley Signage – Lethbridge Historical Society will meet to determine individual placement and which signs will be installed first.
    - Should the language reflect today's atmosphere? Or reflect the time when they were created?
  - The Indigenous Cultural Centre Feasibility Study was presented to Council on Monday. Although it did not specify exact locations for a future Centre, it did talk about aspects that should be considered when choosing the location.
  - Pocket Park – A landscaper will be hired to plant indigenous plants in the pocket park next to the Gate Church.

c) **Downtown Branding Project - Progress Report:**

- The Downtown Lethbridge Brand Strategy was attached for committee review and points of discussion were as follows:
  - The branding committee (BRZ, HOC, EDL, and Communications) are working on the creative.
  - The two (2) options include 1) Crafted Together Tagline and 2) No Tagline – "Together" theme throughout the creative.
    - A survey will be sent to the HOC, the Chamber and BRZ to help determine where businesses see themselves.

- Any comments on the brand strategy can be sent to A. Malcolm.

**- E. Crane left the meeting at 4:33 p.m. –**

**d) Heart of Our City Master Plan 2.0 Update:**

- After discussions between the City Manager and A. Malcolm, it has been decided that instead of hiring a consultant to redo the HOC MP, it would be more beneficial to use funding to hire a two (2) year term position to assist A. Malcolm in turning existing suggestions into actual projects.
- A. Malcolm is working with HR on the job description and will notify committee when it is to be posted.

**e) March 24<sup>th</sup> Community Conversation:**

- A. Malcolm has reviewed sixteen (16) documents relating to the downtown and has put together thirty (30) topics/actions.
- A Public Engagement to discuss these topics is set for March 24<sup>th</sup> and there would be value in having HOC members attend.
- A. Malcolm will have an information package available for the next meeting.

**f) Budget:**

- 2019 Year End:
  - The 2019 budget and actuals were attached for committee information:
    - Business Improvement Loan (Community Futures) – In reviewing historic spending there has consistently been a large surplus.
    - There was a onetime security surplus which administration has requested be carried over to 2020 for future use.
- 2020-2022 Updated Budget:
  - The amended 2020-2022 budget was attached for committee review.
    - Business Improvement Loan budget has been reduced by \$10,000 and the Main Street budget increased by \$10,000.
      - a. Parklets and patios will be included in the Main Street budget.
  - L. Johansen moved that the amended Heart of Our City budget for 2020-2022 be approved.

**CARRIED**

**6. IN-CAMERA - None**

**7. ROUNDTABLE:**

- Citizen-at-large (M. Wiebe):
  - Melissa is in possession of a plaque which should be installed on the Penny Building; A. Andrew will make a note to have this included in the budget and installed.
- Allied Arts Council (D. Leite):
  - Family Fun Day will take place at Casa on Family Day.
  - On March 7<sup>th</sup> the Community Band is hosting a concert featuring all women conductors and composers.
- Urban Revitalization Manager (A. Malcolm):
  - Projects underway include the purchase of self-watering planter replacements, garbage can replacements, street light banners, design and build of two (2) custom parklets and YMCA deconstruction.
  - Clean Sweep Program:
    - The programming which currently funds half of the CSP has recently changed and the program as is would likely not qualify for funding.
    - The BRZ and A. Malcolm have worked together to change the proposed CSP budget and application in order to meet the new requirements and feel that if approved the program will be much more well-rounded. In the event the proposal is not approved, there is funding available through the Clean and Safe budget however the program would be taking a large cut.

- Councillor (M. Campbell):
  - The search for the new City Manager is still underway.
- Development Industry (BILD) (T. Fujita):
  - BILD hosted their annual Awards of Excellence last Friday.
- Southern AB Ethnic Association (J. French):
  - SAEA is in the planning stages of their annual events.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
  - On February 21<sup>st</sup> the Chamber is hosting the Government and You.
- Downtown BRZ (S. Kain):
  - The DBRZ's AGM will take place on March 4<sup>th</sup>.
  - The RBC Summit will take place March 13<sup>th</sup>.
- Lethbridge Historical Society (L. Johansen):
  - LHS is preparing for the Provincial Budget.
  - LHS is reprinting Plants and the Blackfoot and it should be released in early spring.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>• Send details regarding the next joint HOC/BRZ meeting following the BRZ AGM in March.</li> <li>• Legacy Award – Selection for the award will take place at next month's HOC meeting.</li> <li>• Anniversary Recognition Program – Assist subcommittee with collecting of information needed to determine business and organization milestones.</li> <li>• Alberta Summer Games (ASG) – Bring sponsorship package to subcommittee for discussion.</li> <li>• Downtown Branding Project – Send survey to the HOC, the Chamber and BRZ to help determine where businesses see themselves.</li> <li>• March 24<sup>th</sup> Community Conversation – Have information package available for the next meeting.</li> <li>• Penny Building Plaque – Arrange for installation and add to plaque budget.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, March 11<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:21 p.m.



## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, March 11<sup>th</sup>, 2020, at 3:30 p.m., Culver City Room, City Hall with the following in attendance:

- CHAIR:** Dawn Leite, Allied Arts Council
- MEMBERS:** Mark Campbell, Councillor (Vice Chair)  
Erin Crane, Economic Development Lethbridge (EDL)  
Marcia Nesch, Citizen-at-large  
Melissa Wiebe, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Clara Piedalue, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Jackie French, Southern AB Ethnic Association  
Sergeant Mike Williamson, Lethbridge Police Service  
William Slenders, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge
- REGRETS:** Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Bonny Greenshields, Citizen-at-large  
Jordon Head, Citizen-at-large  
Trent Fujita, Development Industry (BILD)
- 

### 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:

S. Kain moved that the minutes of February 12<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

#### 3. APPROVAL OF AGENDA:

M. Wiebe moved that the agenda be approved with the following amendments:

- Move “In Camera” ahead of “Agenda Items”.
- Add “Membership” as 6. a. moving other items down.

**CARRIED**

#### 4. BUSINESS ARISING FROM THE MINUTES:

- Joint BRZ/HOC Meeting Date – Friday April 3<sup>rd</sup>, 10:00 a.m. at Casa

## 5. IN CAMERA:

### a. Celebrate Downtown Legacy Award:

- L. Johansen moved that the discussion take place In-Camera at 3:36 p.m.
- C. Piedalue moved that the In-Camera discussion be closed at 3:51 p.m.

CARRIED

CARRIED

## 6. AGENDA ITEMS:

### a. Membership:

- BILD Resignation:
  - As BILD is primarily focused on residential building, the Board has made the decision to no longer have a representative sit on the HOC.
  - T. Fujita will remain on the Complete Neighborhoods subcommittee.
  - The City Clerk's office will work on advertising for a Development Industry replacement and will take a more targeted approach.
- Name Tags - C. Lorenz will be submitting an order for anyone requiring a new nametag.

### b. Lethbridge Police Service Report:

- The Downtown Police Unit now has six (6) members on the street.
- There are currently nine (9) Community Peace Officer's primarily on foot in the downtown. Three (3) new CPO's have been hired and have just started their training.
- A new Watch Manager has been hired and there are currently forty-two (42) members which include full time, part time and volunteers.
- The Crime Suppression Team is up and running and are seeing good results.

### c. Subcommittee Reports:

- Celebrate Downtown:
  - There are currently thirty-six (36) nominations and this will close on April 3<sup>rd</sup>. L. Johansen will update the Facebook page to include the nomination link.
  - Confirmed cash sponsors include RBC, Lethbridge Chamber, BRZ, LHS, SUMUS, and Brighter Together.
- Clean and Safe – Nothing to note.
- Complete Neighborhoods:
  - The subcommittee discussion was around evaluating what a complete neighborhood is and what is missing from the spectrum will be dependent on who the actual user is.
  - The subcommittee would like to consider hiring a consultant to do a specific engagement piece on defining who the personas are in the downtown. A. Malcolm has reached out to a consultant for a quote.
- Exciting and Vibrant – Nothing to note
- Local Cultures and Values:
  - The draft RFP for engagement and conceptual design work on the plaza space in Galt Gardens is ready and being reviewed internally. Funding for construction will be dependent on the scale of the project.
  - A. Malcolm will send the study on the Cultural Centre to the committee.
  - The order for the back alley signs has been placed and the installation will start in the spring. As the LHS has done the content development, HOC will pay for the signs and installation.

### d. Downtown Infrastructure Updates:

- 3<sup>rd</sup> Avenue Reconstruction:
  - A construction management company has been hired and the construction tender will be issued shortly.
  - Construction may be shifted to start at SAAG and 6<sup>th</sup> Street intersection.

- A main floor space has been leased for the project office and is located on Acadia Block. Additional space is available and will be used for the Sage Clan.
  - There will be regular meetings to provide businesses with updates.
- Public Realm Enhancements:
  - Public Realm Enhancements include a downtown banner program, street light replacement, removal of garbage can planters, installation of new planters and garbage can replacement.
  - Stantec has been engaged to possibly meet with HOC and 6<sup>th</sup> Street businesses to do visioning around having a permanently closed space at Festival Square.
- 4<sup>th</sup> Avenue and 7<sup>th</sup> Street Cycling:
  - Cycling infrastructure is being installed along 7<sup>th</sup> Street, between 6<sup>th</sup> Avenue and 1<sup>st</sup> Avenue.
- e. **Downtown Branding Project Progress Update:**
  - A questionnaire for business and committee feedback is open right now. A. Malcolm previously sent the link and asks that everyone complete it.
  - Final direction and implementation plan will be presented at the joint BRZ/HOC meeting.
  - The new brand is planning to be launched at the May 1<sup>st</sup> Celebrate Downtown Event.
  - HOC has allocated \$50,000 toward the branding implementation. In addition to this, there will be another \$48,000 available from the Community and Regional Economic Support (CARES) Grant.
  - DowntownLethbridge.com will be the home page for the new Downtown Brand.
- f. **March 24<sup>th</sup> Community Conversation:**
  - A volunteer schedule was sent out by A. Malcolm for those who have volunteered however everyone from the committee is welcome to attend.
- g. **2020 Committee Conference Opportunities:**
  - Discussion took place around professional development opportunities for the committee and point of discussion were as follows:
    - The attending committee member would be required to report back to the HOC on what they learned.
    - Consider sponsoring something in Lethbridge in which the entire committee could attend.
    - Establish the budget and process for next year.
    - For those who are comfortable, there may be an opportunity to be a presenter at certain conferences.
  - A. Malcolm will draft a plan to bring back in April.
- h. **Allied Arts Council – Downtown Summer Vibrancy Funding Request:**
  - The Allied Arts Council has brought forward an application for \$5,037 for a Downtown Summer Vibrancy event for \$5,037; the application was attached for review.
  - At 5:02 p.m. D. Leite left the meeting during the funding request discussion due to conflict of interest.
  - E. Crane moved that the Heart of Our City Committee approve the Allied Arts Council’s request for \$5,037 in funding for the Downtown Summer Vibrancy event.

**CARRIED**

**7. ROUNDTABLE:**

- Tourism Lethbridge (W. Slenders):
  - TL is producing the Visitors Guide in house and it will feature a significant portion on the downtown and businesses.
  - TL will be placing twenty-five (25) two-way communication systems for the visitor centre throughout the city.
- Citizen-at-large (C. Piedalue):
  - Clara will be interviewing past Celebrate Downtown winners on her Jess FM show to continue promotion of the 2020 event.
- Southern AB Ethnic Association (J. French):
  - SAEA has been working on room staging and photography for promotional marketing of their facility rentals.

- An Innovation, Creativity, Equity and Diversity lunch and learn will take place at the centre tomorrow.
- Taste of Nicaragua will take place on March 27<sup>th</sup>.
- Economic Development (E. Crane):
  - Erin suggests businesses get their pandemic plans in place and that the Celebrate Downtown Event may need to be rescheduled.
  - EDL is hosting an event on March 23<sup>rd</sup> around Canada, US and Mexico trade.
- Councillor (M. Campbell):
  - Council deferred the decision on the Japanese Gardens CIP project for another two (2) weeks.
- Allied Arts Council (D. Leite):
  - Erin and Dawn will sit on a panel tomorrow with Dereck Stevenson from the ATB Arts and Culture branch at 12:30 p.m.
  - Allied Arts Councils AGM is scheduled for March 31<sup>st</sup>.
- Urban Revitalization Manager (A. Malcolm):
  - The Southern AB Council of Public Affairs will be presenting tomorrow at 11:30 a.m. on what it's like to own a business in the downtown during a drug crisis.
  - The Post Office plans will be unveiled at 1:00 p.m. tomorrow.
- Lethbridge Historical Society (L. Johansen):
  - Lorien has been selected to sit as the LHS representative on the naming committee for the new Southbrook school.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
  - Lethbridge Chamber of Commerce Conference is hosting this year.
- Downtown BRZ (S. Kain):
  - The DBRZ AGM took place on March 4<sup>th</sup>.
  - A gentleman from the Clean Sweep Program will manage the Clean Sweep crew while Melissa is on maternity leave.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>● Send the Study on the Cultural Centre to the committee.</li> <li>● Draft a committee conferences and training plan to bring back in April.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, April 8<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:31 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, April 8<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)  
Erin Crane, Economic Development Lethbridge (EDL)  
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### CALL TO ORDER:

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### 1. ACKNOWLEDGE STATEMENT:

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### 2. ADOPTION OF MINUTES:

S. Kain moved that the minutes of March 11<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**

### 3. APPROVAL OF AGENDA:

M. Campbell moved that the agenda be approved with the following amendments:

- Add – “Attachment 4” to 6. e. iv. Exciting and Vibrant
- Change – 6. f. “Attachment 4” to “Attachment 5”

**CARRIED**

### 4. BUSINESS ARISING FROM THE MINUTES:

- Committee Conferences and Training Plan – Pending, bring forward to a future meeting.

5. **IN CAMERA** – Nothing to note

### 6. AGENDA ITEMS:

**a. Lethbridge Police Service Report:**

- The Park N Ride has been problematic with loitering, disturbances, fearmongering and bathrooms being used as wash houses.
  - The Park N Ride is the only city facility that remains open in the downtown currently.
  - Transit will be moving to by-reservation programming only as of today.
  - The Park N Ride will remain open and the City is in the process of opening the Galt Gardens washroom as well. Both with increased cleaning and security.
- Essential service businesses in the downtown are experiencing a lot of shoplifting.
- New CPO training has been postponed until further notice.
- The Watch Program – Only paid staff are out currently and volunteers are not being utilized at this time.
- LPS are out on foot and patrolling the streets.

**- B. Greenshields joined the meeting at 3:49 p.m. –**

**b. Membership:**

- i. Zoom Meetings during COVID-19 - The Committee would like to continue meeting via Zoom Conference.
- ii. Development Industry Member – The City Clerk’s Office will not be advertising committee positions right now.

**c. Bylaw 6206 Review – Code of Conduct for Citizen Members Appointed to Boards, Commissions and Committees:**

- D. Leite and A. Malcolm have drafted some comments and/or suggestions and will send to the committee for review prior to sending to the City Clerk’s office.

**d. Joint HOC/BRZ Downtown COVID-19 Response Team:**

- A. Malcolm, D. Leite, E. Crane, C. Piedalue, S. Kain, H. Heggie, J. Bacon and M. Campbell have been meeting regularly and notes from those meeting were shared and discussed at last week’s joint HOC/BRZ meeting.

**e. Subcommittee Reports:**

- i. Celebrate Downtown:
  - The Celebrate Downtown Event has tentatively been rescheduled for October due to COVID-19.
  - Jess FM interviews are still taking place and nominations have been extended until May 1<sup>st</sup>.
  - Sponsorships will be revisited in the future and the sub-committee may put in a request to HOC for additional funding in the future.
- ii. Clean and Safe:
  - This subcommittee hasn’t fully been established but there will be a need to have this up and running in the next couple of weeks.
  - LPS has reached out to the City to have municipal bylaws reviewed as they are looking for greater powers within the Municipal Bylaws to enforce. There may be a role within the Clean and Safe subcommittee to provide feedback through that process.
  - Diversion Outreach Team are down to bare bones and doing primarily transportation services between service providers as opposed to responding to public phone calls.
  - The Clean Sweep program is down to a team of six (6) as opposed to twenty-five (25).
  - The SAGE Clan is being stretched due to more work as opposed to less people.
- iii. Complete Neighborhoods:
  - Personas:
    - The estimate for developing the personal personas has come in at just under ten thousand dollars (\$10,000) and would take 2-3 months.
    - The committee would like to see the proposal prior to making a decision.
    - A. Malcolm will add this to the May agenda for review and discussion. If there is urgency on the vendor’s end this will be sent to the committee for review and discussion prior to May’s meeting.

iv. Exciting and Vibrant:

o Activity Grant:

- Notes with regards to Activity Grant subcommittee discussion were attached for committee review.
- Only two (2) events have taken place this year and a significant amount of events will be effected by COVID-19 restrictions. Messaging to this point includes three (3) options; business as usual, cancel 2020 event and host in 2021 (money can be reclaimed) or cancel 2020 event and if not rescheduled for 2021 the money will be forfeited.
- A. Malcolm has created a recommendation on behalf of the Exciting and Vibrant Subcommittee and points of interest are as follows:
  - o \$10,000 in funding to come from either unspent 2020 Activity Grant or the existing downtown reserve for online events.
  - o Establish an application and process that is quick and simple and includes similar questions as the main application.
  - o Requirement for a safety plan, downtown promotion, for a prerecorded or live message from a Heart of Our City member, use of logo throughout the recording and for the footage of the event to be submitted to the committee.
  - o Subcommittee would be tasked with reviewing and approving the event application and a monthly report would come to the regular HOC meeting.
  - o Open deadline as opposed to one set date and the event would be required to be held in 2020.
  - o Events that have a fundraising component would be allowed in special circumstances.
    - The committee may not be comfortable with a fundraising component.
  - o Not limited to non-profit, businesses are allowed.
  - o Two (2) streams; (1) to events already approved, requiring submission of a new budget and then it would be 50% of the maximum (2) for new events, could apply for maximum of \$2,000 and 50% matching funding.
  - o A. Malcolm will send this proposal to the committee for review and the committee is asked to provide him or D. Leite with written feedback. The subcommittee will meet next week to review the feedback and then e-mail HOC with a recommendation. A decision will be made via a special meeting or e-mail.

v. Local Cultures and Values:

- o The back alley signage and Blackfoot Plaza projects are on hold until it is appropriate to move forward again.

**f. Downtown Branding Project Progress Update:**

- The final Brand Mission, Vision and Story was reviewed last week at the joint HOC/BRZ meeting.
- D. Leite moved that the Downtown Lethbridge Brand Strategy be accepted as presented.

**CARRIED**

**7. ROUNDTABLE:**

- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
  - o Updates are being sent to their members daily.
  - o Tomorrow a survey will be launched to quantify impacts on businesses.
- Economic Development (E. Crane):
  - o In conjunction with the Chamber and BRZ #inthistogetheryql was launched last week.
  - o Working on agriculture and supply chain programs.
- Citizen-at-large (C. Piedalue):
  - o Clara will be interviewing H. Heggie on her Jess FM show tomorrow.

- Citizen-at-large (B. Greenshields):
  - The utility box wrap submission has been extended to April 30<sup>th</sup> and six (6) will be chosen for the pilot project.
- Councillor (M. Campbell):
  - City Council passed the resolution for 3<sup>rd</sup> Avenue construction to proceed.
- Allied Arts Council (D. Leite):
  - Allied Arts Council is looking at moving their ACC Works to an online store as well as working at getting some of their Casa programing into a virtual format.
- Urban Revitalization Manager (A. Malcolm):
  - The Post Office development is still a go and have received their municipal level heritage approval which has triggered the provincial level.
  - 3<sup>rd</sup> Avenue – Administration has been meeting with businesses today to give them updates.
  - The Exhibition Park has reached out to see whether downtown could support a full Farmer’s market on Wednesdays and Saturdays throughout the summer.
  - If the committee is being approach with questions regarding the BRZ Levy, they can be directed to Andrew or T. Stilson.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>• Bylaw 6206 Review – Send drafted comments and/or suggestions to the committee for review prior to sending to the City Clerk’s office.</li> <li>• Persona - Add this to the May agenda for review and discussion. If there is urgency on the vendor’s end this will be sent to the committee for review and discussion prior to May’s meeting.</li> <li>• Activity Grant - Send this proposal to the committee for review and the committee is asked to provide him or D. Leite with written feedback. The subcommittee will meet next week to provide the feedback and then e-mail HOC with a recommendation. A decision will be made via a special meeting or via e-mail.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, May 13<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:15 p.m.



**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Friday, May 1<sup>st</sup>, 2020 at 8:30 a.m., Via Zoom Conference with the following in attendance:

**CHAIR:** Dawn Leite, Allied Arts Council

**MEMBERS:** Mark Campbell, Councillor (Vice Chair)  
Erin Crane, Economic Development Lethbridge (EDL)  
Melissa Wiebe, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Bonny Greenshields, Citizen-at-large  
Jordon Head, Citizen-at-large

**OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Jackie French, Southern AB Ethnic Association

**REGRETS:** Marcia Nesch, Citizen-at-large  
Clara Piedalue, Citizen-at-large

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**CALL TO ORDER:**

The meeting was called to order at 8:32 a.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/A**

**3. APPROVAL OF AGENDA:**

J. Stambene moved that the agenda be approved as presented.

**CARRIED**

**4. AGENDA ITEMS – N/A**

**5. IN-CAMERA:**

a. Request for Letter of Support from Downtown BRZ Re: 2020 BIA Levy (Attachment 1):

- M. Wiebe moved that the discussion take place In-Camera at 8:37 a.m.

**CARRIED**

- M. Campbell moved that the In-Camera discussion be closed at 9:22 a.m.

**CARRIED**

- E. Crane moved that the Heart of Our City Committee submit a letter to City Council supporting the cancellation of the 2020 BRZ Levy fees for businesses in the downtown with the funding source coming from the Downtown Revitalization Fund.

**CARRIED**

- **S. Kain removed herself from the vote due to conflict of interest.**
- **J. French did not vote as her position as SAEA representative has not been ratified as of yet.**
- D. Leite will draft the letter on behalf of the HOC, send it to the committee for review and then submit it to City Council.
  - Points to be considered in drafting of the letter should include one-time funding, the value of the BRZ to HOC's general efforts, being very clear on the uniqueness of the BIA levy and how it does not apply to other businesses, money source from Downtown Redevelopment Fund and partnership with BRZ.

<b>ACTION:</b>	<b>D Leite</b> – Draft letter to City Council and share with the HOCC.
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**6. NEXT MEETING:**

The next regular meeting will be held Wednesday, May 13<sup>th</sup>, 2020 Zoom Conference Call

**7. ADJOURNMENT:**

Meeting adjourned at 9:26 a.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, May 13<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)  
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)
- 

### 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 8<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**
- b. J. Stambene moved that the following email motions made on April 17<sup>th</sup>, 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 1<sup>st</sup>, 2020 Heart of Our City Committee’s special meeting be approved as presented.

**CARRIED**

- d. E. Crane moved that the minutes of April 3<sup>rd</sup>, 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:**
- 3<sup>rd</sup> 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.
  - 4<sup>th</sup> Avenue and 7<sup>th</sup> 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.

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

The next regular meeting will be held Wednesday, June 10<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:55 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, June 10<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)  
Erin Crane, Economic Development Lethbridge (EDL)  
Sheri Kain, Downtown BRZ  
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  
Marcia Nesch, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce
- 

### CALL TO ORDER:

The meeting was called to order at 3:32 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 May 13<sup>th</sup>, 2020 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 – Nothing to note

#### 5. IN CAMERA – Nothing to note

#### 6. AGENDA ITEMS:

##### a. Committee Membership:

- Development Industry Position – City Clerk’s has received four (4) applications to date.

**b. Subcommittee Updates:**

- Clean and Safe:
  - The subcommittee includes J. French, N. Chatur-Muhammed, B. Greenshields and M. Wiebe.
  - Discussion took place on The Watch Program and programming options for the Sage Clan.
    - Depending on the upcoming Council agenda, a special HOC meeting may need to be held.
    - If J. Head has the opportunity, he would like to meet with both the head of the Sage Clan as well as the organizer of the defunding petition.
      - A. Malcolm will forward Mark Brave Rock's contact information and D. Leite will forward petition organizers information which is listed on a government website to J. Head.

-C. Piedalue joined the meeting at 4:13 p.m.-

-M. Nesch left the meeting due to technical difficulties at 4:14 p.m.-

- Complete Neighborhoods:
  - The subcommittee includes E. Crane, C. Piedalue, S. Kain, L. Johansen and the development vacancy.
  - Downtown Personas Project:
    - CGI was hired to do the persona development.
    - The subcommittee has compiled and provided a stakeholder list and any documents pertaining to the downtown to CGI.
    - Twenty-two (22) stakeholder phone calls have been made already.
    - Although safety concerns will not be included in the personas, there will be a safety section of the persona development.
    - Another meeting will take place next week with the subcommittee and CGI to discuss the next step which is a public survey.
- Exciting & Vibrant:
  - The subcommittee includes C. Piedalue, M. Nesch, J. Head, L. Johansen and J. Stambene.
  - Brand Development:
    - Different street banners are being made for the Post Office, Casa and the Old Fire Hall. A street banner for the Galt Gardens pergola is also being designed.
    - The launch date has been pushed back to June 22<sup>nd</sup> and will take place at Festival Square.
    - Branded parklets are in the process of getting tear drop banners.
    - The downtownlethbridge.com website will be updated and ready to go by the new launch date.
    - A. Malcolm will be presenting to the EDL Board on May 17<sup>th</sup>.
  - Celebrate Downtown:
    - The subcommittee was going to bring back a budget based on the quote they received from London Road Media however due to the high dollar value decided to request additional proposals. Three (3) RFP's in addition to London Road Medias are being reviewed.
      - Once the subcommittee has their recommendation, A. Malcolm will send the committee a request for motion to approve.
    - The subcommittee has selected a list of winners based on nominations that came in, crystal hearts will be ordered today and the video production will take place the last week of June.
  - Activity Grant:
    - A. Malcolm will be touching base with all virtual Activity Grant recipients to see if they will be moving forward and have met grant expectations.
- Governance & Strategy:
  - The subcommittee includes D. Leite, M. Campbell, N. Chatur-Muhammed, E. Crane and S. Kain.



- The RFP for reviewing the HOC and BRZ structures and a working agreement are being drafted and will be circulated to the committee once confirmed.

**c. Festival Square Redesign Concepts:**

- A. Malcolm and T. Stilson have been working with Stantec on the initial design which was attached for committee review.
- The committee along with businesses on 6<sup>th</sup> Street and 3<sup>rd</sup> Avenue will be invited to a Zoom meeting next Thursday to see designs and provide feedback via an online survey.

-J. Head left the meeting at 4:30 p.m.-

-M. Wiebe left the meeting at 4:32 p.m.-

**d. 2022-2025 Downtown CIP Project Strategy:**

- The next CIP process has started and A. Malcolm has drafted a Downtown Strategy which was attached for committee feedback.
- Any questions or feedback can be directed to A. Malcolm.

-C. Piedalue left the meeting at 4:38 p.m.-

**7. ROUNDTABLE:**

- Economic Development Lethbridge (E. Crane):
  - The most recent survey results were launched on EDL’s site.
  - EDL will be holding a webinar next week about the impacts of COVID on the economy.
  - EDL has been working with Calgary Economic Development on an agricultural study and this should be out next week.
- Southern AB Ethnic Association (J. French):
  - SAEA is scheduled to reopen on July 6<sup>th</sup>.
  - Several different online classes are running and will continue for the next month.
- Lethbridge Historical Society (L. Johansen):
  - LHS is launching a YouTube channel.
- Tourism Lethbridge (J. Stambene):
  - TL is doing a soft opening this weekend.
  - The new map and visitor guide is ready to go to the printer.
- City Council (M. Campbell):
  - Recovery committees continue to meet regularly.
- Allied Arts Council (D. Leite):
  - Casa is open to those who have an access pass and are on track to open to summer camps on July 6<sup>th</sup>.
- Urban Revitalization Manager (A. Malcolm):
  - There has been lots of interest in the parklets.
  - Speed Survey – The survey received 1,700 responses within a 24-hour period with the majority against the speed limit reduction.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>● Forward Mark Brave Rock’s contact information to J. Head.</li> <li>● Celebrate Downtown - Send the subcommittee recommendation to the committee for approval.</li> <li>● Activity Grant - Touch base with all virtual Activity Grant recipients to see if they will be moving forward and have met grant expectations.</li> </ul>
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	<b>D. LEITE</b> - Forward petition organizers contact information which is listed on a government website to J. Head.
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, July 8<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:21 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, July 8<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  
Bonny Greenshields, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)  
Jordon Head, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Ken Harvie, Development Industry
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder
- REGRETS:** Clara Piedalue, Citizen-at-large  
Marcia Nesch, Citizen-at-large  
Sheri Kain, Downtown BRZ  
Melissa Wiebe, Citizen-at-large
- 

### 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 June 10<sup>th</sup>, 2020 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** – Nothing to note

5. **IN CAMERA** – Nothing to note

#### 6. AGENDA ITEMS:

- a. **Presentation: Downtown BRZ Testing Area/Better Block Concept:**

- The Better Block Concept:
  - Educates communities on how to reshape and promote the growth of healthy and vibrant neighborhoods and is based on low cost, easy to do, temporary, forward thinking, and experimental actions.
- Proposed scenarios specific to Lethbridge include enhancements to the Farmers Market such as the addition of bike parking, benches, lawn games, food trucks as well as bump out enhancements, mural projects, back alley enhancements/connectivity.
- Funding would come from different sources such as the BRZ, Exhibition Grounds, Public Art Committee small project fund, HOC, Mainstreet and the public enhancement CIP.
- BRZ requests that A. Malcolm assist them with red tape within the City and that HOC members reach out to their stakeholder groups when needed.

**b. Committee Membership:**

- K. Harvie was ratified by City Council on June 29<sup>th</sup> as the Heart of Our City Development Industry representative.

**c. Subcommittee Updates:**

- Clean and Safe:
  - The subcommittee is working hands on with the Sage Clan and the BRZ to assist them in building out an enhanced Sage Clan Program. \$48,000 has been secured from the Provincial Government and another two (2) grants have been applied for which would potentially bump total funding to \$200,000. The proposed program will be presented to the BRZ board asking for their support to run the Sage Clan similar to the Clean Sweep Program.
  - LPS, The Watch and the Sage Clan are continuing to meet on a regular basis.
- Complete Neighborhoods:
  - The Personas Project is ongoing and the survey was launched today. The committee is encouraged to take the survey and pass it on to their stakeholder groups.
- Exciting & Vibrant:
  - The Brand Development was launched on June 22<sup>nd</sup> and the launch included radio advertising and contest, street banners, webpage revamp, branded parklets and more.
  - Celebrate Downtown:
    - A request for estimate was sent out to multiple companies. London Road Media has been selected by the subcommittee to proceed with the video production component of Celebrate DT. There will be a two (2) month roll out on the videos starting the last week of July.
    - The Celebrate Downtown budget was attached for committee review. The subcommittee requests that HOC consider funding an additional \$3,500 for the revised virtual 2020 event.
    - E. Crane moved that in addition to the previously approved \$2,000 funding for 2020, the Heart of Our City Committee approve a request for additional funding of \$3,500 taking the total funding for the 2020 Celebrate Downtown Event to \$5,500.

**CARRIED**

- Activity Grant:
  - A full report will be provided in August.
- Governance & Strategy:
  - Joint Governance and Operational Review:
    - The Request for Quotation (RFQ) was developed by the subcommittee, reviewed by procurement and was posted on the City website and International Downtown Association website. It is open until July 17<sup>th</sup> and seventeen (17) different consultants have downloaded the bid documents to date.
    - RFQ will be awarded by August 1<sup>st</sup> and the review is expected to be completed by the end of September.
    - Terms of Reference to establish a working agreement on the objectives, expectations and processes for points of non-agreement between BRZ and HOC was drafted and attached for committee review and approval.

- L. Johansen moved that the Heart of Our City Committee approve the Terms of Reference as presented.

**CARRIED**

**d. Festival Square Redesign Concepts:**

- A stakeholder meeting was held with Stantec and thirteen (13) stakeholders took part. The same questions from the meeting are live on the website until July 10<sup>th</sup>, the committee is encouraged to view the designs, take the survey and pass it on.

**e. Downtown Parking Discussion:**

- The Lethbridge Community and Economic Recovery Committee provided the recommendation that the City provide free parking in the downtown area until December 31<sup>st</sup>, 2020. This recommendation was referred back to the Lethbridge Recovery Committee for further discussion, to return to City Council prior to August 31<sup>st</sup>, 2020.
- Up until now, parking has not been enforced in the downtown.
- The BRZ's recommendation is to have free parking.
- Discussion took place and points of interest were as follows:
  - Free parking in the downtown will impact not only the Park N Ride revenue but also private parking owners.
  - The key shopping times should be considered.
  - Consider a timeframe and trial period and advertise this.
  - Health and safety aspect should be considered.
  - Consider tying this in with the new downtown branding.
  - Consider partnering with EDL on an updated study similar to the Environics – EDL Trade Catchment Study but with it being more specific to the downtown.

**f. Boards, Committees, and Commissions Bylaw Review:**

- The City Clerk's Office is asking for the feedback of Committee Chairs, Committees and administrative committee supports. Feedback will be provided to the City Clerk's Office via the HOC Chair, D. Leite. Draft comments were provided to HOC for review and discussion.
- Any feedback should be sent to A. Malcolm by July 31<sup>st</sup> and this will be up for final review and discussion at the August meeting.

**7. ROUNDTABLE:**

- Citizen-at-large (B. Greenshields):
  - The colors and branding of the parklet at the Umami looks fabulous.
- Economic Development Lethbridge (E. Crane):
  - There are eight (8) new business advisors at Teconnect that are available to any business in the region who are suffering.
- Tourism Lethbridge (J. Stambene):
  - TL is back to 60% capacity for staff and have started opening to visitors and locals Thursday-Saturday.
  - The new visitor guide is available and will be distributed in the downtown.
- Citizen-at-large (J. Head):
  - The Reconciliation Flag Raising Ceremony took place in June.
  - Any proactive ideas that the committee may have with regards to Reconciliation can be forwarded to Jordan who will share it with the Reconciliation Committee.
- Lethbridge Chamber of Commerce (N. Chatur-Muhammad):
  - The Board approved two (2) policies that they are being put forward to the Canadian Chamber of Commerce 1) broadband 2) water.
  - A T-shirt campaign is underway to raise money for a grant for businesses.
  - A State of the Industry is being hosted by the Chamber and will take place this Monday.

- City Council (M. Campbell):
  - Phase 2 Operational Review Report went to Council and is being reviewed.
  
- Allied Arts Council (D. Leite):
  - Casa is slowly reopening by appointment only.
  - The “Summer Salon” gallery is open from July 6-August 21<sup>st</sup> by appointment only.
  - Dawn encourages the committee to check out the Performing Arts Centre survey that is out.
  - Continuing to work on programming for Art’s Days and Mayors Luncheon.
  
- Urban Revitalization Manager (A. Malcolm):
  - Andrew will be bringing forward two (2) professional development opportunities to the committee at the next meeting.
  - The downtown speed reduction survey is closed.
  - Two (2) HOCHIP applications have been submitted and are being reviewed.
  - Andrew is set-up and available three (3) days a week at his 3<sup>rd</sup> Avenue office.
  - City Council has asked administration to look at both 5% and 10% reductions to operating budgets.
  - Andrew will send the committee an e-mail to see who would be comfortable with a walking tour this year.

<b>ACTION:</b>	<b>A. MALCOLM:</b> <ul style="list-style-type: none"> <li>• Provide the committee with a full Activity Grant Report.</li> <li>• Boards, Committees, and Commissions Bylaw Review – Final review and approval added to August agenda.</li> <li>• Add two (2) professional development opportunities to August agenda.</li> <li>• Send the committee an e-mail to see who would be comfortable with a walking tour this year.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, August 12<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:30 p.m.

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Thursday, July 30<sup>th</sup>, 2020 at 12:00 p.m.,  
Via Zoom Conference with the following in attendance:

**CHAIR:** Dawn Leite, Allied Arts Council

**MEMBERS:** Mark Campbell, Councillor (Vice Chair)  
Melissa Wiebe, Citizen-at-large  
Jackie French, Southern AB Ethnic Association  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Jordon Head, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)

**OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder

**REGRETS:** Marcia Nesch, Citizen-at-large  
Clara Piedalue, Citizen-at-large  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Sheri Kain, Downtown BRZ  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Bonny Greenshields, Citizen-at-large

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**CALL TO ORDER:**

The meeting was called to order at 12:00 p.m.

**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.”

**BRZ/HOC GOVERNANCE REVIEW:**

- The subcommittee has completed a review of the five (5) bidding proponents. An evaluation has determined that the highest rated proponent was also the lowest priced at \$60,000.
- The DBRZ had previously indicated a maximum threshold of \$15,000 towards the project based on their reserves, which means the remaining \$45,000 would need to be funded by the HOC.
  - \$50,000 was previously set aside and is available should the committee decide to move forward.
- A Governance Review could be done at a lower cost internally however would most likely not hold as much weight with City Council as an external review.
- Completing a review aligns with HOC priorities and the HOC Master Plan has also identified it as a priority.
- E. Crane moved that the Heart of Our City Committee support the expenditure of \$60,000 (\$15,000 from DBRZ reserve and \$45,000 from the downtown BAU) for the completion of a Governance Review.

**CARRIED**

**SAAG:**

- A letter submitted by SAAG requesting financial support in the amount of \$18,200 to fund an amendment to SAAG’s business plan was reviewed by the committee.

- The HOC committee discussed the merits of the request but ultimately decided not to support the request at this time.
- E. Crane moved that the Heart of Our City Committee not approve the request for funding of \$18,200 to fund an amendment to SAAG’s business plan.
- A. Malcolm and D. Leite will draft a response to SAAG.

**CARRIED**

<b>ACTION:</b>	<b>A. MALCOLM &amp; D. LEITE</b> – Draft a response letter to SAAG.
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**2. NEXT MEETING:**

The next regular meeting will be held Wednesday, August 12<sup>th</sup>, 2020

**3. ADJOURNMENT:**

Meeting adjourned at 12:44 p.m.



## 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
- 

### 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.

<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.

## ATTACHMENT 2

MINUTES of a special meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, October 7<sup>th</sup>, 2020 at 3:30 p.m., Via Zoom Conference with the following in attendance:

**CHAIR:** Dawn Leite, Allied Arts Council

**MEMBERS:** Mark Campbell, Councillor (Vice Chair)  
Clara Piedalue, Citizen-at-large  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Erin Crane, Economic Development Lethbridge (EDL)  
Marcia Nesch, Citizen-at-large  
Melissa Wiebe, Citizen-at-large  
Sheri Kain, Downtown BRZ

**OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder

**REGRETS:** Ken Harvie, Development Industry  
Jackie French, Southern AB Ethnic Association  
Jordon Head, Citizen-at-large  
Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce

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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. APPROVAL OF MINUTES - N/A

### 3. ADOPTION OF AGENDA

J. Stambene moved that the October 7<sup>th</sup>, 2020 agenda be approved as presented.

**CARRIED**

### 4. AGENDA ITEMS:

a. 2020/21 HOC Activity Grant:

- In 2020, the HOC had approved funding of \$126,000 to host twenty-two (22) events in the downtown. To date the only events to take place have been the Lunch and Learn Music Series (3 of 12 First Friday events), and the Quant, Quirky, and Queer event in late February. Approximately \$30,000 of this funding has/will be spent on events that have or will go forward in 2020 and a few instances where costs were incurred.
- By combining available funds in 2020 and 2021 there will be approximately \$210,000 in available funding.
- Attached are three (3) options that the Exciting and Vibrant subcommittee put forward for discussion and review.

- Considerations include short timeframe, 3<sup>rd</sup> Avenue construction, current challenges with Galt Gardens and COVID restrictions.
- The HOC committee has decided to proceed with option one (1) with the following revised numbers:
  - \$90,000 for approved events in 2020 who intend on hosting their event in 2021 as per previous awarding, \$20,000 for new event applications, \$10,000 for approved events to apply for additional funding to cover COVID-19 related expenses and \$70,000 for 2020/21 Outdoor Winter Festival with outdoor skating.
  - More details with regards to portable skating surface and Winter Festival will be provided at the October 14<sup>th</sup>, 2020 meeting.

<b>ACTION:</b>	<b>A. MALCOLM:</b> Add onto October 14 <sup>th</sup> HOC Agenda for further direction on spending of \$90,000 for Outdoor Winter Festival with outdoor skating OR other options.
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**5. NEXT MEETING:**

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

**6. ADJOURNMENT:**

Meeting adjourned at 4:41 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, October 14<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  
Marcia Nesch, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Sergeant Mike Williamson, Lethbridge Police Service
- 

### 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:

- C. Piedalue moved that the minutes of the September 9<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented. **CARRIED**
- E. Crane moved that the minutes of the October 7<sup>th</sup>, 2020 Heart of Our City Committee Special Meeting be approved as presented. **CARRIED**

### 3. ADOPTION OF AGENDA:

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

- Pickleball Club – Letter of Support Request **CARRIED**

### 4. BUSINESS ARISING FROM THE MINUTES:



- a. 2020/21 Activity Grant and Winter Festival/Skating Rink:
- The Exciting and Vibrant subcommittee along with the BRZ, reviewed various options and have made a recommendation to HOC. The application was reviewed and points of discussion were as follows:
    - HOC would provide funding of ninety thousand dollars (\$90,000) for BRZ to purchase a synthetic ice rink and program one event per month December through April.
    - Project details, marketing and budget programming are included in the application.
    - Revenue opportunities include \$90,000 HOC Activity Grant, \$10,000 BRZ contribution, Board sponsorships, and \$10-25,000 from the Rotary Club.
    - Rink details include:
      - \$110,000 cost
      - Size 40 x 65 feet or smaller
      - Mobile
      - Fifteen (15) year life span
      - Can be used year round
    - Considerations include:
      - Endless opportunities
      - Security
      - Insurance
      - Expectations/deliverables/metrics
      - Sponsorship
  - J. French moved that the Heart of the City (HOC) Committee approve in principle the use of ninety thousand dollars (\$90,000) originally allocated to the Activity Grant Program to support the BRZ's request for an outdoor rink and programming. Furthermore, HOC requests the support of the Economic Recovery Committee and City Council for the use of funds in an alternative way than originally allocated. If supported, an agreement will be drafted to ensure appropriate usage and identify key metrics.
- CARRIED**
- A. Malcolm will arrange a time for a subcommittee representative to present to the Economic Recovery Committee and work on an agreement for next Thursday.

5. **IN CAMERA** – Nothing to note

- N. Chatur-Muhammad & L. Johansen left the meeting at 4:30 p.m. -

**6. AGENDA ITEMS:**

- a. IDA Virtual Conference Professional Development Roundtable:
- Members that attended a session/s are asked to meet and make a short presentation at the next HOC meeting.
  - There is access to the session recordings for ninety (90) days.
- b. Letter of Support for Watch Program:
- The Watch Manager will be heading to Council next month to request ongoing funding for the next two (2) years. If they do not receive additional funding the program will cease in January.
  - The Clean and Safe subcommittee prepared a letter of support which was attached for committee information.
  - The final version of the letter was circulated on October 1<sup>st</sup> for email vote which resulted in eleven (11) in favour and none opposed.
- c. 5/10% Budget Reduction Update:
- The City Manager informed A. Malcolm that the Downtown Redevelopment Fund will not be effected by the reduction.
- d. Pickleball – Letter of Support Request:
- The Pickleball group has requested that the HOC consider providing them with a letter of support for their CIP application requesting a Pickleball Court in Galt Gardens.

- As per discussion, A. Malcolm will request that the group put together a short presentation for November's meeting and also provide the HOC with more information in writing in advance of the presentation.
- e. Subcommittee Updates:
  - Updates were attached for committee information and points of interest were as follows:
    - Complete Neighborhoods - The subcommittee met to review the final draft of the Downtown Personas Project and the final deliverable will be prepared for the last week of October.
    - Exciting and Vibrant:
      - Celebrate Downtown:
        - All videos were launched the week of October 5-9<sup>th</sup>.
        - The City webpage has been updated and a news release will go out this week.
        - People's Choice voting closed yesterday and will be presented at a later date.
    - Governance and Strategy:
      - Governance Review – The research phase is almost complete and the recommendation stage will begin shortly.

## 7. ROUNDTABLE:

- Lethbridge Police Service (LPS) Update (M. Williamson):
  - Three (3) new Community Peace Officer's (CPO) will be joining the team by the end of the month and five (5) new CPO's are currently in training.
  - LPS has been busy with the unsanctioned pop-up site and are working closely with the City.
  - Encampment - Although LPS can enforce the bylaws, they do not have legal authority to take down a tent.
- Downtown BRZ (S. Kain):
  - The BRZ is continuing to advocate for the Public Nuisance Bylaw to be pushed forward.
  - T. Stilson has announced his retirement and a hiring committee is reviewing applications for his replacement.
- Citizen-at-large (J. Head):
  - Reconciliation Week activities included presentations, contests and classes.
    - D. Leite will forward Jordan's contact information to Emily at BRZ to arrange possible winter programming and partnership.
- Southern AB Ethnic Association (J. French):
  - SAEA's AGM will take place tomorrow.
  - Taste of Nicaragua's meal pickup event will take place on October 23<sup>rd</sup> and tickets are available at the office.
  - A COVID Relief Assistance Program will start next week to assist members in need of support with forms, supplies and any other COVID related issues.
- Tourism Lethbridge (J. Stambene):
  - Indoor and outdoor renovations are being completed.
  - The Meet and Greet for new CEO, Jasmin Sangria took place at the Japanese Gardens.
  - TL has many new programs such as Food Truck Friday, Popup Cultural Connect and Snoga.
- Councillor (M. Campbell):
  - Mark took part in committee interviews last week and there were many good candidates.
- Economic Development Lethbridge (E. Crane):
  - Lethbridge's "rate of change" is showing lower than other municipalities.

- Labor Statistics show that the Lethbridge workforce number remains at 8.6% and unemployment is the lowest in the province, although part time employment has not yet bounced back.
- Allied Arts Council (D. Leite):
  - Arts Days was very successful and several activities were done outdoors.
  - Christmas at Casa will take place via an online platform.
  - Three (3) citizen-at-large positions will be appointed for January. In addition, election for Chair will take place in January and anyone interested can put their name forward to Andrew.
- Urban Revitalization Manager (A. Malcolm):
  - Public Nuisance Bylaw update meetings continue and should be moved forward to first reading by the end of the year. Andrew has been tasked with finding out the cost differential between CPO's, Bylaw Officers and Security.
  - City Lab, where students address a local problem related to the downtown will present their proposal in December.
  - The Main Street Program is fully subscribed and new applications won't be taken until the new year.
  - The Oliver Building has completed three (3) of their residential units and H. Heggie will be presented with ninety thousand dollars (\$90,000).
  - The murals are moving along with the first six (6) applicants.
  - Festival Square designs are finalized and will be brought forward in November.
  - Council approved the COVID-19 relief framework for a business or not for profit that is struggling.

<b>ACTION:</b>	<p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>● Activity Grant/Winter Festival - Arrange a time for a subcommittee representative to present to the Economic Recovery Committee and work on an agreement for next Thursday.</li> <li>● IDA Virtual Conference - Members that attended a session/s are asked to meet and make a short presentation at the next HOC meeting.</li> <li>● Pickleball - Request that the group put together a short presentation for November's meeting and also provide the HOC with more information in writing in advance of the presentation.</li> <li>● Bring forward the Festival Square designs in November.</li> </ul> <p><b>D. LEITE</b> - Forward Jordan's contact information to Emily at BRZ to arrange possible winter programming.</p>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, November 18<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:29 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, November 18<sup>th</sup>, 2020, at 3:30 p.m., Zoom Conference Call with the following in attendance:

- MEMBERS:** Mark Campbell, Councillor (Acting Chair)  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
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  
Marcia Nesch, Citizen-at-large  
Tara Gillanders, Allied Arts Council
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Sergeant Mike Williamson, Lethbridge Police Service
- REGRETS:** Jackie French, Southern AB Ethnic Association
- 

### 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:

E. Crane moved that the minutes of the October 14<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

#### 3. ADOPTION OF AGENDA:

C. Piedalue moved that the agenda be approved with the following addition:

- Lethbridge Police Service Update

**CARRIED**

#### 4. BUSINESS ARISING FROM THE MINUTES:

- Festival Square designs will be added to the December agenda.

#### 5. IN CAMERA – Nothing to note

## 6. AGENDA ITEMS:

- a) Lethbridge Police Service (LPS) Update (M. Williamson):
- An arrest was made at the Coal Banks Inn and approximately \$25,000 in property was recovered.
  - Although the illegal pop-up injection site has not been seen recently, LPS been made aware that the group plans to rent a commercial store front; this is on Administrations radar.
- b) Membership Update:
- D. Leite is no longer with Allied Arts Council and T. Gillanders will be taking over as the Allied Arts Council representative on the HOC Committee.
  - Councilor M. Campbell will Chair the November and December meeting and a new Chair will be elected at the January meeting. Anyone who is interested in putting their name forward can do so by e-mailing A. Malcolm.
- c) Lethbridge Pickleball Club Request of Letter of Support:
- The Pickleball Club is looking for a permanent site and is preparing a CIP submission for funding to establish one in the NW corner of Galt Gardens.
  - Information with regards to their CIP submission was attached for committee review and points of discussion were as follows:
    - There is concern that large wind fencing would be a visual obstruction to the park.
    - Would there would be security in place and who would be responsible?
    - The courts may limit other potential pop-up events.
    - Who would be responsible for maintenance?
    - Concern around limiting potential opportunity for other “court” groups. If funding was available maybe putting out a RFP with regards to courts and then evaluate which group would be best suitable for the park would be considered.
  - J. Stambene moved that the Heart of Our City Committee does not provide a letter of support to the Lethbridge Pickleball Club.
- CARRIED**
- A. Malcolm will touch base with the Governance Review consultants to see whether or not they have any suggestions on how the HOC could approach these requests going forward.
- d) City Council Standing Committee Presentation – Councillor B. Crowson:
- At their November 2<sup>nd</sup>, 2020 meeting, Council unanimously adopted recommendations, as amended from the Open and Effective Governance Committee regarding committee governance initiatives. Effective January 1<sup>st</sup>, 2021 changes will include:
    - Reducing Councillor appointments on Boards, Commissions and Committees (BCC) and possibly replacing them with citizen or administrative members;
    - Implementing a Standing Policy Committee Structure; and
    - Regular written reporting from the BCCs to SPCs
  - HOC will be reporting to Civics Works and there will no longer be a Councillor representative on the HOC.
  - Council meetings will be moved to Tuesdays and the Agenda Review Committee will meet on Mondays.
- e) Activity Grant:
- At the October 14<sup>th</sup>, 2020 HOC meeting a motion was passed to approve the following use of \$210,000 Activity Grant budget (combination of unutilized 2020 funds and 2021 funds).
    - \$90,000 for events approved in 2020 who intend on hosting their event in 2021 as per previous awarding with resubmitted application highlighting changes and revised budgets;
    - \$20,000 for new event applications submitted through a regular application process similar to past years;
    - \$10,000 for approved events (previous and new) to apply for additional funding to cover expenses for COVID-19 related safety expenses. Maximum of 10% of approved activity grant amount up to \$1,000; and

- \$90,000 for 2020/21 Outdoor Winter Festival with Artificial Outdoor Skating Surface in Downtown Core.
  - The motion from HOC was to approve the project in principle and further to request Economic Recovery Committee's (ERC) support to be then taken to City Council for support of fund changes.
  - As the ERC was not particularly in favour of utilizing \$90,000 for the purchase of the synthetic ice surface, Administrations recommendation is to move forward with the other three (3) recommendations and that the \$90,000 originally allocated for the Winter Festival and Outdoor Skating Surface be requested to be kept with HOC for future use on a future initiative.
  - The committee suggests using this additional time to create a strong foundation of sponsorships and corporate support and will reevaluate in the New Year once the Governance Review is complete.
- f) Personas Project:
- The Downtown Personas Final Report was attached for committee information and review.
  - A. Malcolm will work with the Complete Neighborhoods Subcommittee over the next several weeks to confirm the messaging and then share this with Communications to get it out to the public.
- g) Municipal Development Plan (MDP) – Opportunity for Feedback:
- The MDP is being updated by the Planning Department and the last feedback section on "Relationships" has been reopened to the HOC and BRZ for review.
  - The committee is asked to review the attachment and provide feedback to A. Malcolm. He will then summarize and share with the committee. As well, he will ask whether the Governance Review findings will be used to inform the MDP changes.

## 7. ROUNDTABLE:

- Lethbridge Historical Society (L. Johansen):
  - The AGM will be take place via zoom next week and is open to the public.
  - LHS is busy working on new podcasts, YouTube videos and books.
- Downtown BRZ (S. Kain):
  - Several upcoming events include The Outdoor Holiday Market, Black Friday Shopping Spree, Skating in the Square, Plaid Days, Christmas Drive-in, Beer Tours and World Junior Championships.

## -S. Kain left the meeting at 5: 00 p.m.-

- Economic Development Lethbridge (E. Crane):
  - The Regional Skills Study has been completed and the information will be available on EDL's site soon.
  - The EDL, Lethbridge Chamber and Lethbridge Local Immigration are working together to see if challenges can be met with the newcomer's workforce.
- Tourism Lethbridge (J. Stambene):
  - A Strategic Planning Session with the Board of Directors took place yesterday.
  - The newly renovated Visitors Centre will be open tomorrow.
- Citizen-at-large (J. Head):
  - An election process is underway on the Reserve and next week a new Chief and Council will be elected.
- Citizen-at-large (M. Wiebe):
  - The U of L Advancement Office has been working on a program to get students into the downtown business area using commencement coins.
- Allied Arts Council (T. Gillanders):
  - Christmas at Casa will take place online and will run for twelve (12) days.

- Councillor (M. Campbell):
  - City Council will be reopening and reviewing the budget next week.
  
- Urban Revitalization Manager (A. Malcolm):
  - 3<sup>rd</sup> Avenue will be open to traffic by Friday.
  - Six (6) propane heaters, outdoor panels and wind screens have been purchased through the Parklet Program to assist businesses with their winter parklets.
  - The Province has announced rapid rehousing dollars however the process to get them up and running has been challenging.
  - The first mural has been approved and will go behind the old Ten Thousand Villages location.
  - The Owl is relocating to the old Thrift for Less location across from SAAG on 3<sup>rd</sup> Avenue.
  - December Meeting –Andrew will reach out to J. French to see if the Multicultural Centre would have a space for a socially distance December meeting.

<b>ACTION:</b>	<p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>• Add Festival Square designs to the December agenda.</li> <li>• Pickleball - Touch base with the Governance Review consultants to see whether or not they have any suggestions on how the HOC could approach these requests going forward.</li> <li>• Personas Project - Work with the Complete Neighborhoods Subcommittee over the next several weeks to confirm the messaging and then share this with Communications to get it out to the public.</li> <li>• MDP Update – Summarize committee feedback and share with the committee and ask whether the Governance Review findings will be used to inform the MDP changes.</li> </ul> <p><b>HOC COMMITTEE</b> - MDP Update - review the attachment and provide feedback to A. Malcolm.</p>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, December 9<sup>th</sup>, 2020

**9. ADJOURNMENT:**

Meeting adjourned at 5:19 p.m.

## ATTACHMENT 1

**MINUTES** of a meeting of the **HEART OF OUR CITY COMMITTEE**, held on Wednesday, December 9<sup>th</sup>, 2020, at 3:30 p.m., Zoom Conference Call with the following in attendance:

- MEMBERS:** Mark Campbell, Councillor (Acting Chair)  
Jackie Stambene, Lethbridge Destination Management Organization (LDMO)/Tourism Lethbridge  
Marcia Nesch, Citizen-at-large  
Erin Crane, Economic Development Lethbridge (EDL)  
Tara Gillanders, Allied Arts Council  
Jackie French, Southern AB Ethnic Association  
Lorien Johansen, Lethbridge Historical Society (LHS)  
Clara Piedalue, Citizen-at-large  
Sheri Kain, Downtown BRZ  
Melissa Wiebe, Citizen-at-large  
Jordon Head, Citizen-at-large
- OTHERS:** Andrew Malcolm, Urban Revitalization Manager  
Cidnee Lorenz, Recorder  
Dawn Leite, Former HOC Chair
- REGRETS:** Noorin Chatur-Muhammad, Lethbridge Chamber of Commerce  
Ken Harvie, Development Industry
- 

### 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:

M. Wiebe moved that the minutes of the November 18<sup>th</sup>, 2020 Heart of Our City Committee meeting be approved as presented.

**CARRIED**

### 3. ADOPTION OF AGENDA:

C. Piedalue moved that the agenda be approved with the following addition:

- Activity Grant

**CARRIED**

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

**5. IN CAMERA** – Nothing to note

**6. AGENDA ITEMS:**



- a) Membership – Thank You’s:
    - C. Piedalue, M. Campbell and M. Nesch were all thanked for their time on the HOC as they will not be continuing with the committee in the New Year.
    - D. Leite was also thanked for her many years on the committee and as the outgoing Chair.
  - b) Lethbridge Police Service (LPS) Update – Nothing to note
  - c) Committee Chair Information:
    - Committee Roles and Responsibilities document was attached for information.
    - A new Chair and Vice Chair will need to be elected at the January 2021 meeting. Anyone that is interested in having their name stand is asked to let A. Malcolm know.
  - d) Festival Square Concept Design Final Report:
    - The Festival Square Concept Designs were attached for committee information and review.
    - In the New Year a detailed design will include one (1) more engagement opportunity with the businesses, DBRZ and the HOC.
    - Anyone on the committee who has an interest in this project is asked to send A. Malcolm an email to let him know and they will have an opportunity to get involved.
  - e) Governance Review Update:
    - The final deliverable is expected by the end of December and will be added to January’s agenda.
  - f) Activity Grant:
    - New Activity Grant applications are normally accepted in the New Year, however due to COVID-19 ongoing restrictions, discussion took place on an alternative process for 2021.
    - L. Johansen moved that the Heart of Our City Committee does not accept new Activity Grant applications until July 1<sup>st</sup>, 2021.
- CARRIED**
- A Public Service Announcement will be put out in the New Year to notify the community that the HOC won’t be approving any new Activity Grants until at least July 1<sup>st</sup>, 2021.
  - Anyone who has existing funding carrier over from previous cancellation will be kept in place until their event can proceed.

## 7. ROUNDTABLE:

- Citizen-at-large (C. Piedalue):
  - The “Shop of Wonders” located in the Old Fire Hall, is still accepting unwrapped gifts.
- Economic Development Lethbridge (E. Crane):
  - Business advisers are available for any businesses that are struggling.
- Southern AB Ethnic Association (J. French):
  - Language classes are available online.
  - The 22<sup>nd</sup> Annual Christmas Dinner will take place on December 19<sup>th</sup> and will be via take-out this year; donations are still needed.
  - International Dessert Gift Boxes are available for order, pick-up will take place on December 18<sup>th</sup>.
- Lethbridge Historical Society (L. Johansen):
  - The different LHS book projects are all moving forward and items can be ordered through the LHS or Galt Museum websites.
- Citizen-at-large (M. Wiebe):
  - The U of L will not reopen until January 9<sup>th</sup>, 2021.
- Allied Arts Council (T. Gillanders):
  - Casa will be closing on Sunday, staff will be working from home and some classes will move online.
  - The retail location AAC Works will remain open and have also launched their site.

- Downtown BRZ (S. Kain):
  - Tulene Steiestol has been selected as the new DBRZ Executive Director.
  - Mustard Seed presented to the BRZ Board with regards to supportive housing.
  
- Urban Revitalization Manager (A. Malcolm):
  - The Revised Incentive Program has drawn a lot of attention and some buildings include the Post Office and Doug’s Sports.
  - The affordable and social housing deadline for funding is December 23<sup>rd</sup>.
    - Streets Alive currently on 1<sup>st</sup> Avenue in “The River House”. It was approved by the Municipal Planning Commission yesterday and can be appealed by anybody.
      - The building is not listed on any of the Cities inventories with regards to historic significance.
    - The Mustard Seed is looking for locations outside of the downtown.

<b>ACTION:</b>	<p><b>A. MALCOLM:</b></p> <ul style="list-style-type: none"> <li>• Governance Review Update - Add to January’s agenda.</li> <li>• Arrange an Activity Grant public service announcement.</li> </ul> <p><b>HOC COMMITTEE:</b></p> <ul style="list-style-type: none"> <li>• Committee Chair and Vice Chair - Anyone that is interested in having their name stand can let A. Malcolm know.</li> <li>• Festival Square - Anyone on the committee who has an interest in this project is asked to send A. Malcolm an email to let him know.</li> </ul>
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**8. NEXT MEETING:**

The next regular meeting will be held Wednesday, January 13<sup>th</sup>, 2021

**9. ADJOURNMENT:**

Meeting adjourned at 4:36 p.m.