



## Wood Buffalo Downtown Revitalization Advisory Committee

Conducted Electronically Via MS Teams

Wednesday, April 6, 2022  
5:00 PM

### Agenda

#### Public Participation for April 6, 2022 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the April 6, 2022 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate by teleconference:
  - Anyone wishing to speak by teleconference to an item on the April 6, 2022 Committee Meeting Agenda must pre-register by 12 noon, April 6, 2022.
  - To register to speak via teleconference, please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) or call 780-743-7001 with your name, the phone number that you will be dialing in from and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
  - Please complete the online form found at <https://www.rmwb.ca/writtendelegations/> or email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca)
  - Please note that written comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
  - All written submissions are public and will be included in the Committee Meeting Agenda Package as part of public record.

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1. **Call to Order**

2. **Adoption of Agenda**

3. **Minutes of Previous Meetings**

- 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting -  
March 2, 2022

4. **New and Unfinished Business**

- 4.1. Council Presentation Follow Up
- 4.2. 2022-2023 Action Log Overview
- 4.3. Snow Removal/Winter Maintenance - Policy, Directive and Bylaw  
Introduction and Overview
- 4.4. Spring Street Sweeping Plan for Downtown
- 4.5. Graffiti Removal Update
- 4.6. Downtown Revitalization Incentives Program Update
- 4.7. Wayfinding Plan and Strategy Project Update
- 4.8. Working Group Requests for Review

**Adjournment**

**Minutes of a Wood Buffalo Downtown Revitalization Advisory Committee held via electronic communications in Fort McMurray, Alberta, on Wednesday, March 2, 2022, commencing at 5:00 PM.**

**Present:**

Jean-Marc Guillamot, Business Community, Vice-Chair  
 Brianne English, Oil and Gas Industry  
 Carolyn Evancio, Seniors Representative  
 Todd Hillier, Safety and Security Sector  
 Henry Hunter, Education Sector  
 Renee Moulard, Public-At-Large  
 Roy Williams, Land Development Industry  
 Funky Banjoko, Councillor

**Absent:**

Owen Erskine, Recreation, Culture and Heritage Representative, Chair  
 Sheri Pidhirney, Business Community  
 Melanie Walsh, Community Development Sector  
 Lance Bussieres, Councillor

**Administration:**

Kelly Hansen, Director, Strategic Planning and Program Management  
 Dennis Warr, Director, Engineering  
 Amanda Haitas, Senior Manager, Planning and Development  
 Nina Caines, Senior Manager, Parks, Roads and Rural Operations  
 Kevin Meacher, Coordinator, Strategic Planning and Program Management  
 Anita Hawkins, Legislative Officer

**1. Call to Order**

Vice-Chair Jean-Marc Guillamot called the meeting to order at 5:02 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Roy Williams  
**SECONDER:** Carolyn Evancio  
**FOR:** Guillamot, English, Evancio, Hillier, Hunter, Mouland, Williams  
**ABSENT:** Erskine, Pidhirney, Walsh

### 3. Minutes of Previous Meetings

#### 3.1. Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting - February 10, 2022

##### MOTION:

THAT the Minutes of the Special Wood Buffalo Downtown Revitalization Advisory Committee meeting held on February 10, 2022 be approved as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Henry Hunter  
**SECONDER:** Todd Hillier  
**FOR:** Guillamot, English, Evancio, Hillier, Hunter, Mouland, Williams  
**ABSENT:** Erskine, Pidhirney, Walsh

### 4. New and Unfinished Business

#### 4.1. Temporary Flood Mitigation Update

James Semple, Supervisor, Strategic Planning and Program Management, provided an update on the Temporary Flood Mitigation Program, noting the temporary measures include clay berms, triple dams and sandbags. It was further noted that the intent of this program is to provide protection until the permanent measures are put in place.

##### Entrance

Brianne English, Committee Member, joined the meeting at 5:16 p.m.

The temporary clay berms currently in place will be incorporated in the permanent flood mitigation plans. Reference was made to various programs available to the residents such as the Sanitary Sewer Backwater Prevention Program; Household Preparedness Program and the Vulnerable Persons Registry.

#### **4.2. Downtown Revitalization Incentive Program Update**

Amanda Haitas, Senior Manager, Planning and Development, provided an update on the Downtown Revitalization Incentive Program, noting that \$4.2M have been allocated of the \$5M program established by Council and that \$3M were earmarked for the program through the budget process.

Downtown beautification was discussed, specifically as it relates to snow removal and the possibility of establishing a bylaw to provide an enforcement mechanism to expedite the snow clearing process. It was confirmed that the upcoming committee presentation to Council does include a review of existing bylaws, and policies, with a specific comment to enforce mandatory snow removal with consideration of costs plus safety and community cleanliness (i.e. clearing sidewalks, removal of snow piles in both public and private sector parking lots).

#### **4.3. 2022 Priorities and Seeking Partnership Opportunities Update**

Kevin Meacher, Coordinator, Strategic Planning and Program Management, provided an update on a meeting held with the Government of Alberta to discuss graffiti abatement mural(s) on roadway underpasses; floral beautification along Highway 63; removal of unused barricades along Highway 63 and early and ongoing cleanup of Highway 63. The Province was receptive to the floral beautification and requested the locations of the unused barricades, for their review. The Province has a cleanup program in place for which the Municipality can apply for a permit. It was further noted that graffiti abatement is not a preferred option for the Province as removal of graffiti is part of the bridge maintenance budget. It was suggested that further questions be raised with the Province in terms of data on which this decision is based, i.e. how many accidents have been caused by graffiti, where, how and why.

The Vice-Chair committed to discuss the location of the unused barricades with the Chair.

Kelly Hansen, Director, Strategic Planning and Program Management noted that the initial discussion with the Province was to create a relationship. Additional details and relevant policies can now be requested to assist with next steps for the Committee.

#### Action Items:

Administration committed to seeking clarification and specific regulations or guidance related to the type(s) of items allowed alongside a highway.

## Adjournment

The meeting adjourned at 6:19 p.m.

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Chair



March 25, 2022

Mayor and Council  
Regional Municipality of Wood Buffalo  
9909 Franklin Avenue  
Fort McMurray, Alberta T9H 2K4

**Re: Letter of Support – Downtown Revitalization Advisory Committee 2022-2026 Priorities and Recommended Infrastructure and Enhancement Actions**

Dear Mayor and Council,

The Wood Buffalo Communities in Bloom Committee is the local chapter of the National Communities in Bloom program. We are committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national competition, with a focus of enhancing green spaces in communities.

As we move into 2022 and continue to prepare to host the National Communities in Bloom Symposium and Awards Ceremony in 2023, we are pleased to provide support to the Downtown Revitalization Advisory Committee for their 2022-2026 Priorities and Recommended Infrastructure and Enhancement Actions.

To further promote beautification initiatives, the Wood Buffalo Communities in Bloom committee will provide support in the following ways:

- Encourage participation in the annual municipal Community Cleanup campaign;
- Coordinate community beautification related programs, such as Flower of Year, and Nominate your Neighbour; and
- Submit a letter of request to Alberta Transportation for regular and ongoing maintenance of the greenspaces and side streets along the main corridors of Highway 63 and 69.

Thank you for considering the Committee's opinions and offerings. We look forward to hearing the development of these initiatives.

Sincerely,

Helen Meyer  
Chair; Communities in Bloom Committee

C.C. Mayor and Council;  
Jamie Doyle, Chief Administrative Officer;  
Kelly Hansen, Director of Strategic Planning and Program Management;  
Keith Smith, Director of Public Works;  
Jade Brown, Chief Legislative Officer;  
Communities in Bloom Committee;  
Wood Buffalo Downtown Revitalization Advisory Committee.