

Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via electronic communications in Fort McMurray, Alberta, on Wednesday, April 6, 2022, commencing at 5:00 PM.

Present:

Owen Erskine, Chair, Recreation, Culture and Heritage Representative
Brianne English, Oil and Gas Industry
Carolyn Evancio, Seniors Representative
Jean-Marc Guillamot, Business Community
Todd Hillier, Safety and Security Sector
Renee Moulard, Public-At-Large
Melanie Walsh, Community Development Sector
Roy Williams, Land Development Industry
Lance Bussieres, Councillor

Absent:

Henry Hunter, Education Sector
Funky Banjoko, 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
Monica Lance, Manager, Strategic Planning and Program Management
Anita Hawkins, Clerk, Legislative Services

1. Call to Order

Chair Owen Erskine called the meeting to order at 5:04 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

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

3. Minutes of Previous Meetings

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

MOTION:

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee meeting held on March 2, 2022, be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Jean-Marc Guillamot
SECONDER:	Todd Hillier
FOR:	Erskine, English, Evancio, Guillamot, Hillier, Mouland Williams
ABSENT:	Hunter, Walsh

4. New and Unfinished Business

4.1. Council Presentation Follow Up

Chair Owen Erskine, reported on the presentation made to Council on March 22, 2022 and confirmed that the Committee's recommendations were approved by Council.

4.2. 2022-2023 Action Log Overview

Monica Lance, Manager, Strategic Planning and Program Management, provided an overview of the priority levels identified in the Committee's action log, which includes the recommendations recently approved by Council.

4.3. Snow Removal/Winter Maintenance - Policy, Directive and Bylaw Introduction and Overview

Kelly Colbourne, Manager, Roads, provided information on the current Snow Removal and Winter Maintenance Programs and invited the Committee Members to complete the Winter Maintenance Survey, which is available on the Municipal website (Participate WoodBuffalo).

4.4. Spring Street Sweeping Plan for Downtown

Kelly Colbourne, Manager, Roads, provided an overview of the sweeping program, noting that for the downtown area, sweeping generally starts after the river break-up has been declared.

Entrance

Melanie Walsh, Committee Member, joined the meeting at 5:34 p.m.

4.5. Graffiti Removal Update

Stephen Fudge, Manager, Parks, provided an overview of the Municipality's Graffiti Removal Program, noting that residents and business may report graffiti and request a cleaning kit by contacting the Municipality through PULSE. All reports concerning graffiti on Provincial property is passed on the Province for their action.

Action

Administration committed to enhance public communication to create awareness about how the private sector can access graffiti removal kits and provide Committee Members with the budget amount attributed to graffiti removal.

Monica Lance, Manager, Strategic Planning and Program Management, noted that the Communities in Bloom Committee has indicated interest in submitting a joint letter to the Government of Alberta, about graffiti removal on provincially owned assets and other topics outlined in the letter received from the Communities in Bloom Chair dated March 25.

MOTION:

THAT a joint letter, from the respective Chairs of the Wood Buffalo Downtown Revitalization Advisory Committee and the Communities in Bloom Committee, be sent to the Government of Alberta, supporting cleanliness and beautification along Highway 63.

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

4.6. Downtown Revitalization Incentives Program Update

Amanda Haitas, Senior Manager, Planning and Development, provided background statistical data related to the Downtown Revitalization Incentive Program, noting Administration will be putting forward a recommendation to Council in the near future to extend the program.

MOTION:

THAT the Chair of the Wood Buffalo Downtown Revitalization Advisory Committee be authorized to send a letter to the Regional Municipality of Wood Buffalo Council in support of extending the Downtown Revitalization Incentive Program.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Jean-Marc Guillamot, Business Community
SECONDER:	Roy Williams, Land Development Industry
FOR:	Erskine, English, Evancio, Guillamot, Hillier, Mouland, Walsh, Williams
ABSENT:	Hunter

4.7. Wayfinding Plan and Strategy Project Update

Nadia Power, Manager, Public Engagement, provided an update on the Wayfinding Project, noting that the successful proponent for this project will be announced once the paperwork is finalized. The purpose of this project is to develop an overarching strategy which can then be used to develop way finding plans for individual areas within the Municipality.

Exit

Roy Williams, Committee Member, noted that he is resigning from the Committee as he will be leaving the area, and thanked Committee Members and Administration for their support during his time on the Committee and exited the meeting at 6:20 p.m.

4.8. Working Group Requests for Review

The following requests were identified for consideration by the Beautification and Placemaking Working Group:

- Identify specific areas to request removal of barricades along Highway 63
- Identify potential areas for Downtown Gateway Signage

With respect to the barricades, Chair Owen Erskine identified the ones along the by-pass (above Earl's) as well as the ones located in the area from the bridge underpass heading towards MacDonald Island.

Exits

Renee Mouland, Committee Member, exited the meeting at 6:32 p.m.

Brianne English, Committee Member, exited the meeting at 6:34 p.m.

With respect to the Downtown Gateway Signage, possible locations identified included the bridge underpass; corner of Hospital Street and Franklin Avenue; Hardin Street (across from Tim Hortons) and coming off the King Street roundabout.

Adjournment

The meeting adjourned at 6:35 p.m.

Chair