



Wood Buffalo Downtown Revitalization Advisory Committee

Conducted Electronically Via MS Teams

Wednesday, February 3, 2021
5:00 PM

Agenda

Public Participation for February 3, 2021 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the February 3, 2021 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 February 3, 2021 WBDRAAC Meeting Agenda must pre-register by 12 noon, February 3, 2021.
 - To register to speak via teleconference, please email 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:
- 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
 - 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 Council Meeting Agenda Package as part of public record.

1. Call to Order

2. Adoption of Agenda

3. Minutes of Previous Meetings

3.1. Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting - December 21, 2020

3.2. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - January 6, 2021

4. Presentation

4.1. Such Chandhiok, Planning and Development, re: Municipal Development Plan Phase II Engagement

5. New and Unfinished Business

5.1. Review Naming Suggestions for the Franklin and Main Park

5.2. Canadian Heritage Legacy Grant Update

5.3. Working Group Updates and Ideas

6. In-Camera Session

6.1. Advice from Officials - Downtown Area Redevelopment Plan
(in camera pursuant to section 24(1) of the *Freedom of Information and Protection of Privacy Act*)

Adjournment

Minutes of a Special Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conferencing and teleconferencing, in Fort McMurray, Alberta, on Monday, December 21, 2020, commencing at 5:00 PM.

Present:

Roy Williams, Land Development Industry, Chair
 Owen Erskine, Recreation, Culture and Heritage
 Carolyn Evancio, Seniors Resource Committee
 Cheryl Golosky, Indigenous Representative
 Jean-Marc Guillamot, Business Community
 Todd Hillier, Safety and Security Sector
 Henry Hunter, Education
 Renee Moulard, Public-at-Large
 Melanie Walsh, Community Development
 Verna Murphy, Councillor
 Mike Allen, Councillor

Absent:

Brianne English, Oil and Gas Industry
 Sheri Pidhirney, Business Community

Administration:

Matthew Hough, Deputy Chief Administrative Officer
 Matthew Harrison, Director, Communications and Engagement
 Christopher Booth, Manager, Community Development Planning
 Monica Lance, Manager, Special Projects,
 Darlene Soucy, Clerk, Legislative Services

1. Call to Order

Chair Roy Williams called the meeting to order at 5:01 p.m.

2. New and Unfinished Business

2.1. Franklin and Main Park Project Update

Rick Gendron, 818 Studio, Bipul Bhowmik, Transportation Engineer, Engineering, and, Monica Lance, Manager, Special Projects, presented an update on the Franklin and Main Park Project, including the proposed summer concept design.

Exit and Return

Todd Hillier, Member, exited the meeting at 5:41 p.m. and returned at 5:42 p.m.

With Consensus of the Committee, the Committee supports the proposed summer concept for the Franklin and Main Park Project.

Adjournment

The meeting adjourned at 6:03 p.m.

Chair



December 17, 2020

NOTICE OF SPECIAL MEETING

Pursuant to Section 194 of the *Municipal Government Act*, RSA. 2000 c.M-26, a Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting conducted through electronic communications in accordance with Meeting Procedures (COVID-19 Suppression) Regulation is hereby scheduled to take place at 5:00 p.m. on the 21st day of December, 2020, to consider the following:

1. Franklin and Main Park Project Update

Roy Williams
Chair, Wood Buffalo Downtown Revitalization Advisory Committee
Regional Municipality of Wood Buffalo

Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conferencing and teleconferencing, in Fort McMurray, Alberta, on Wednesday, January 6, 2021, commencing at 5:00 PM.

Present:

Roy Williams, Chair, Land Development Industry
 Brianne English, Oil and Gas Industry
 Owen Erskine, Recreation, Culture and Heritage
 Carolyn Evancio, Seniors Resource Committee
 Cheryl Golosky, Indigenous Representative
 Jean-Marc Guillamot, Business Community
 Todd Hillier, Safety and Security Sector
 Henry Hunter, Education
 Sheri Pidhirney, Business Community
 Melanie Walsh, Community Development
 Verna Murphy, Councillor
 Mike Allen, Councillor

Absent:

Renee Moulard, Public-at-Large

Administration:

Jade Brown, Chief Legislative Officer
 Matthew Harrison, Director, Communications and Engagement
 Monica Lance, Manager, Special Projects
 Darlene Soucy, Clerk, Legislative Services

1. Call to Order

Darlene Soucy, Legislative Services Clerk, called the meeting to order at 5:04 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

Minutes Acceptance: Minutes of Jan 6, 2021 5:00 PM (Minutes of Previous Meetings)

RESULT: CARRIED [UNANIMOUS]
MOVER: Brianne English, Oil and Gas Industry
SECONDER: Owen Erskine, Recreation, Culture and Heritage
FOR: Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT: Mouland

3. Minutes of Previous Meetings

3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - November 26, 2020

THAT the Minutes of the Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on November 26, 2020 be approved as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: Carolyn Evancio, Seniors Resource Committee
SECONDER: Cheryl Golosky, Indigenous Representative
FOR: Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT: Mouland

4. New and Unfinished Business

4.1. Appointment of Chair and Vice Chair

Todd Hillier nominated Roy Williams, who was elected Chair by acclamation as there were no other nominations.

MOTION:

THAT Roy Williams be appointed to the position of Chair.

RESULT: CARRIED [UNANIMOUS]
MOVER: Todd Hillier, Safety and Security Sector
SECONDER: Jean-Marc Guillamot, Business Community
FOR: Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT: Mouland

Assuming of the Chair

Roy Williams assumed the Chair at 5:15 p.m.

Chair Roy Williams called for nominations for the position of Vice Chair. Jean-Marc Guillamot self-nominated and was elected Vice Chair by acclamation as there were no other nominations.

MOTION:

THAT Jean-Marc Guillamot be appointed to the position of Vice Chair.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Owen Erskine, Recreation, Culture and Heritage
SECONDER:	Henry Hunter, Education
FOR:	Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT:	Mouland

4.4. 2021 Meeting Schedule**MOTION:**

THAT regular Wood Buffalo Downtown Revitalization Committee meetings be held at 5:00 p.m. on the first Wednesday of each month.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Jean-Marc Guillamot, Business Community
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	Golosky, Pidhirney, Walsh, Williams, Hillier, Erskine, Hunter, Guillamot, English, Evancio
ABSENT:	Mouland

4.6. Franklin and Main ParkUpdate

Rick Gendron, 818 Studio, Bipul Bhowmik, Transportation Engineer, Engineering, and, Monica Lance, Manager, Special Projects, presented an update on the Franklin and Main Park Project, including the proposed winter concept design.

With Consensus of the Committee, the Committee supports the proposed winter concept for the Franklin and Main Park Project.

Naming the Park Process Overview

Such Chandhiok, Supervisor, Statutory Plans, Planning and Development, provided an overview of the naming process for streets, parks and other Municipal facilities, noting that applications for naming the park would go to the Community Identification Committee, which would make the recommendation to Council for final approval.

Action Item:

Administration committed to providing the Community Identification System Policy and inventory listing of unused names to the Committee Members, who would bring forward suggestions for the naming of the park to the Committee.

4.7. Wood Buffalo Downtown Revitalization Advisory Committee 2021 Priorities and Recommended Infrastructure and Enhancement Actions

Roy Williams, Chair, provided an update on the presentation of the Committee's Annual Progress Report to Council on November 10, 2020, which highlighted the Committee's 2020 achievements and the priorities and recommended actions for 2021 including beautification, placemaking, neighborhood safety and pedestrian friendliness in the downtown.

It was noted that Council accepted the Committee's 2021 Priorities and Recommended Infrastructure and Enhancement Actions, and directed Administration to implement the recommended actions and priorities with any required funding to come from the approved unallocated Downtown Revitalization Capital Project budget.

4.8. Working Group Roles and Responsibilities

Chair Roy Williams and Monica Lance, Manager, Special Projects, led the overview of the roles and responsibilities of the two Working Groups: Group 1 - Beautification and Placemaking; and Group 2 - Neighbourhood Safety and Pedestrian Friendliness. It was noted that the purpose of the Working Groups is to provide advice and initiate action towards the Committee's approved 2020/2021 priorities and recommended infrastructure enhancement actions, and to address identified Committee initiatives as outlined within the Committees Bylaw.

Action Item

Administration committed to providing a draft framework to provide the initial areas of focus, responsible party and anticipated timelines for both Working Groups, which will begin meeting in the next several weeks.

Adjournment

The meeting adjourned at 6:48 p.m.

Chair



shape our region

Municipal Development Plan Phase 2 Engagement

Wood Buffalo Downtown Revitalization
Advisory Committee

Meeting Agenda

Project Review

Background Research

Phase 1 Engagement

Draft Vision & Goals

Overarching Big Moves

Your Involvement

Next Steps

Participate

*Using your smart phone or computer,
please go to www.menti.com and
enter the code 70 74 22 5*

*This platform will be used in addition
to our discussion today.*

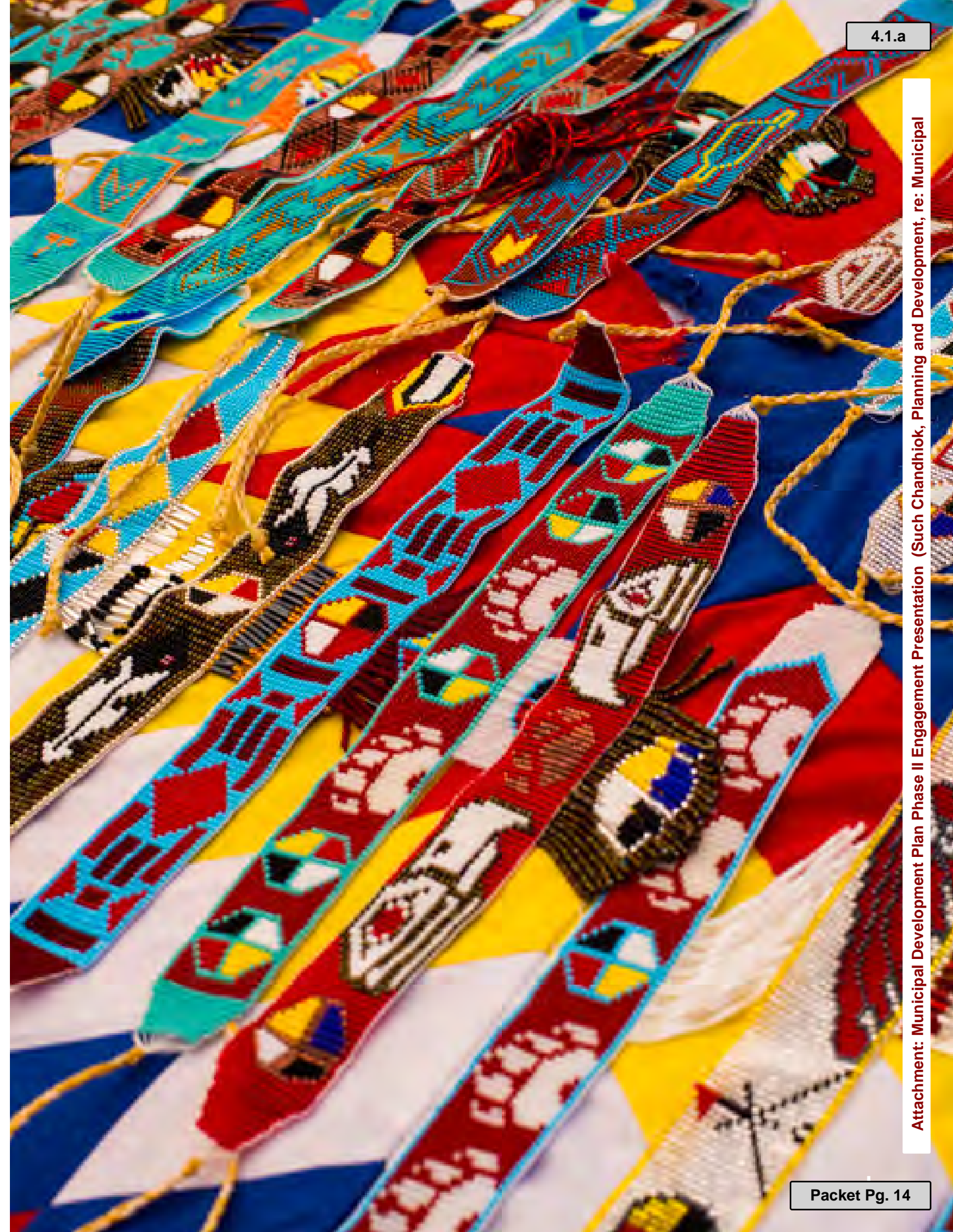


Project Review

Purpose

RMWB is preparing a new Municipal Development Plan (MDP) to reflect changes in the social, cultural, and economic conditions of the region.

The new MDP will be created with input from residents throughout Wood Buffalo to ensure it reflects local values, opportunities, and challenges, and sets a clear vision for the Region's future.



What is the MDP?

The MDP sets out the vision and blueprint for how growth and development will happen in Wood Buffalo over the next 20 years.

The MDP will:

- » Provide a comprehensive land use policy framework
- » Outline a strategic path forward to manage growth across the Region
- » Guide both short- and long-term decision making by Council and Administration
- » Decisions will shape the development and future changes made to your communities



Why is it important?

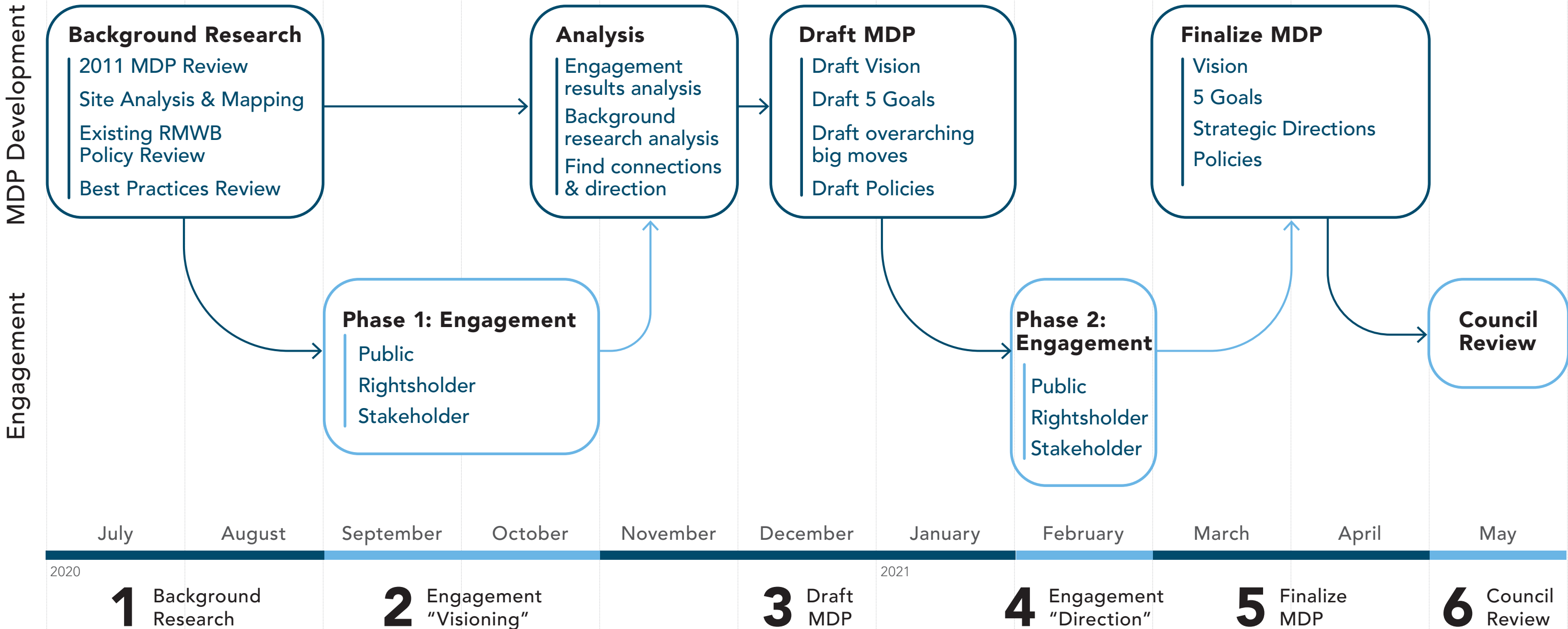
- » The 2011 MDP growth projections indicated that Wood Buffalo's population would grow to over 230,000 people by 2030
- » This growth has not happened due to several factors, including the 2013 floods, the 2014 global drop in oil prices and resulting economic downturn, the 2016 Horse River Wildfire, and the 2020 floods
- » In response to changing social and economic environments, the Municipality has taken this opportunity to reflect today's conditions through a new MDP



Where are we?

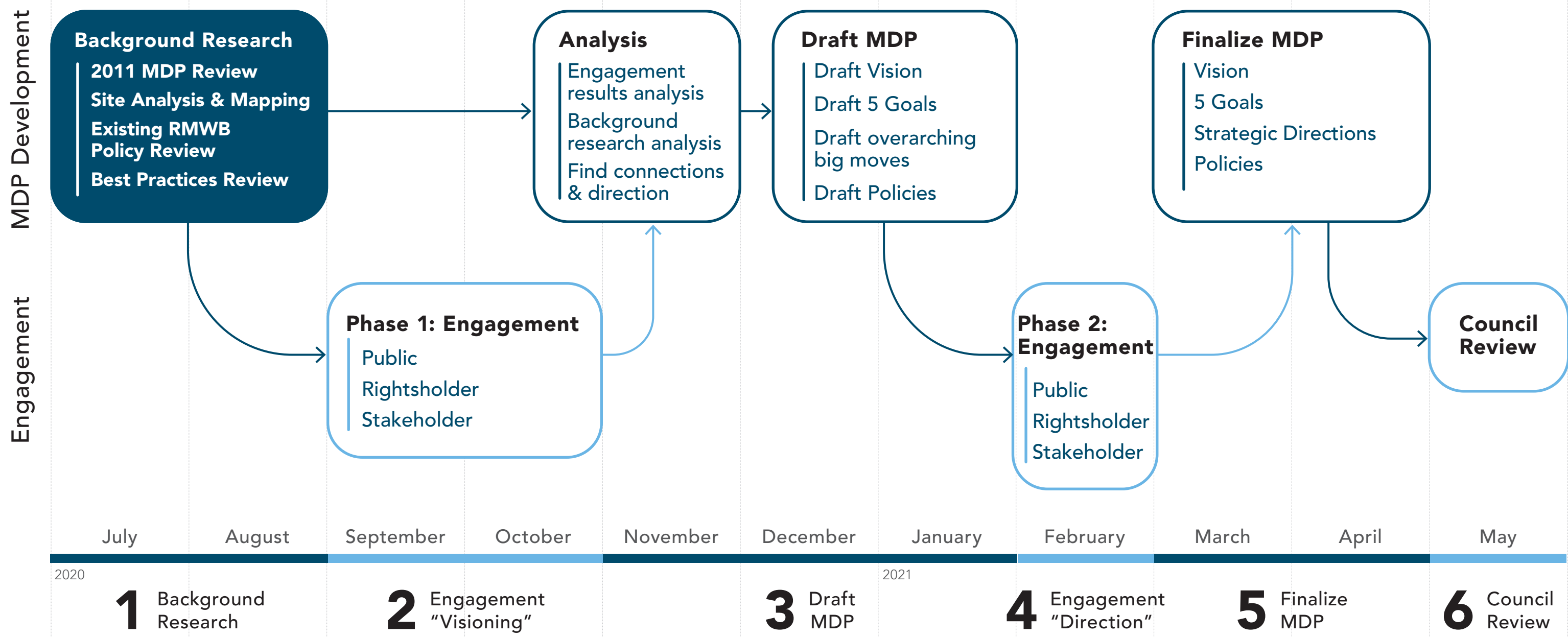
Phase 2 Engagement

"Direction"



Attachment: Municipal Development Plan Phase II Engagement Presentation (Such Chandhiok, Planning and Development, re: Municipal

Background Research Review



Background Research

2011 MDP Review

- » Current applicability
- » Bring forward to 2021 MDP

Best Practice Review

- » Analyzed documents and policies from **15** other municipalities, including:
 - » City of Edmonton
 - » City of Winnipeg
 - » City of Whitehorse

Existing RMWB Policy Review

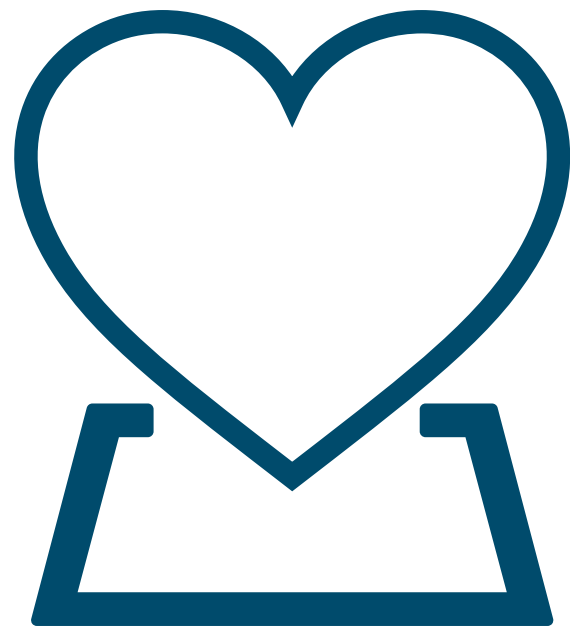
- » To ensure alignment with current RMWB policies
- » Reviewed **over 50 RMWB Documents**, including:
 - » Wood Buffalo Social Sustainability Plan
 - » RMWB Parks Master Plan
 - » Wood Buffalo Culture Plan
- » Alignment with 2020 Place Brand Strategy

Site Analysis & Mapping

- » Site Visits & Meetings
- » Mapping Current Conditions
- » Identified Opportunities & Challenges
- » Conducted Population & Employment Projections

Major Take Aways

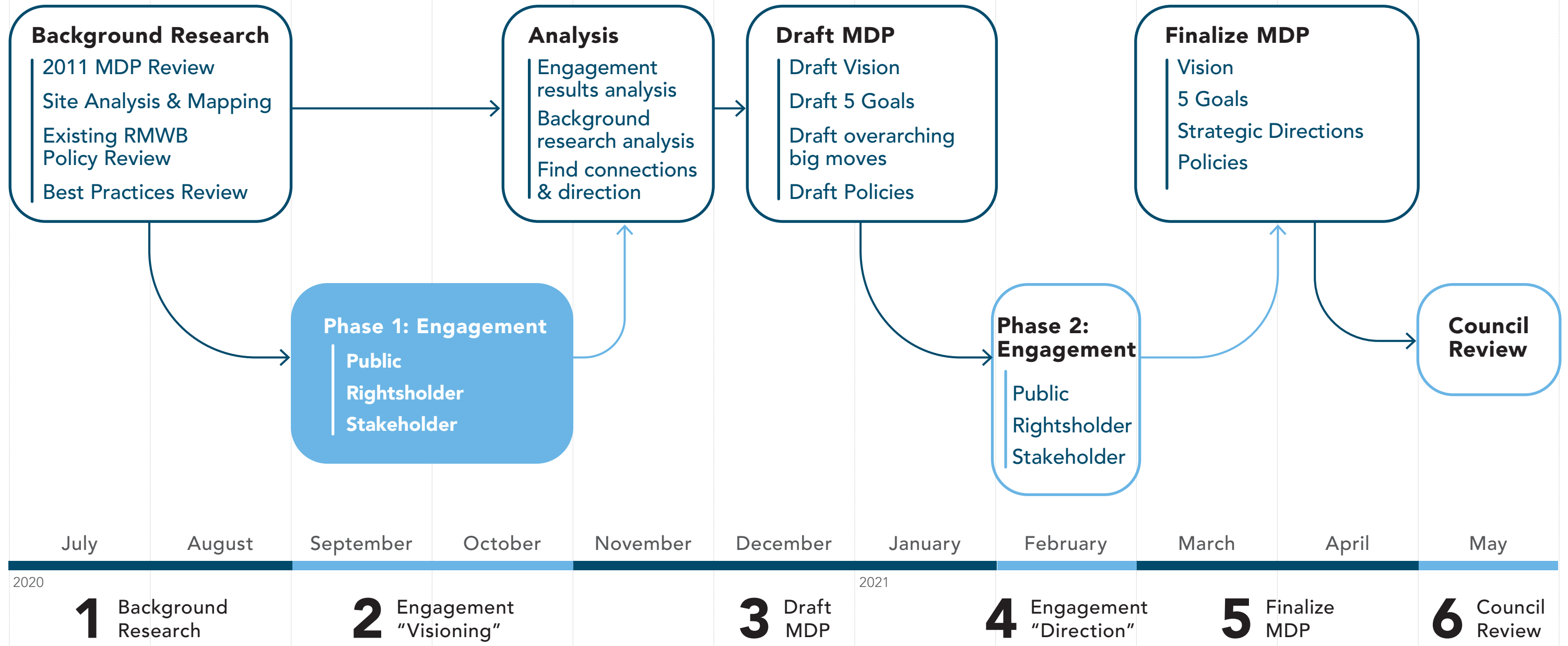
- » Many policies from the 2011 MDP remain relevant today and many policies need revision
- » Heavy focus on growth needs to be repealed
- » Emphasize a people first, place-based approach for the 2021 MDP



Phase 1 Engagement

MDP Development

Engagement



What We Did

Public, Rightsholder, & Stakeholder Engagement

- » Engagement opportunities were held from September 28 to November 1, 2020

Goals

- » Introduce the project
- » Create awareness about the project and opportunities to engage
- » Identify values, vision, and priorities
- » Learn about any initial concerns, issues, and opportunities
- » Incorporate feedback to inform the vision, goals, and strategic directions



2

Open Houses



35

Workshops, In-Person
& Virtual Meetings

700+

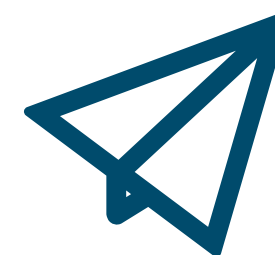
Participants

Online
SurveyInteractive
MappingIdea Sharing
PlatformOnline
Discussion
Forum

20+

Social Media
Posts

4

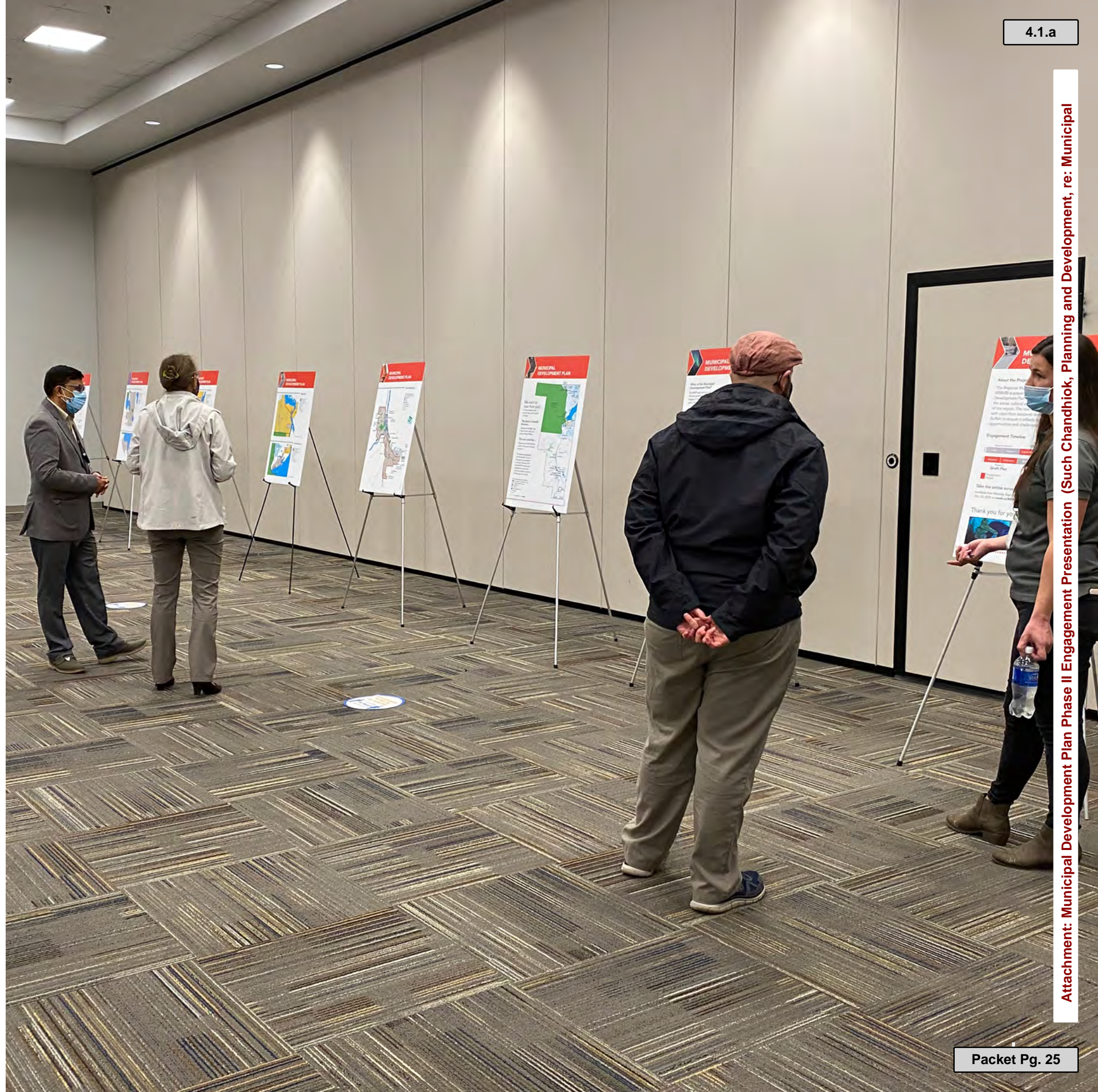
Promotional
Videos

+

Newsletters,
Radio, & Signage

What We Heard

- » Gained insights into the values and priorities of Wood Buffalo residents
- » Confirmed a **place and community-based approach** to the MDP



What We Heard

- » Key findings illuminated **five main categories:**
- » People & Community
 - » Nature & Recreation
 - » Responsible Development
 - » Economy & Innovation
 - » Arts, Culture, & Representation

People & Community

-  Attract People
-  Community Spirit
-  Essential Services
-  Family
-  High Quality of Life
-  Thrive

Nature & Recreation

-  Nature
-  Recreation





Responsible Development

-  Place-Based
-  Retail
-  Responsible Development

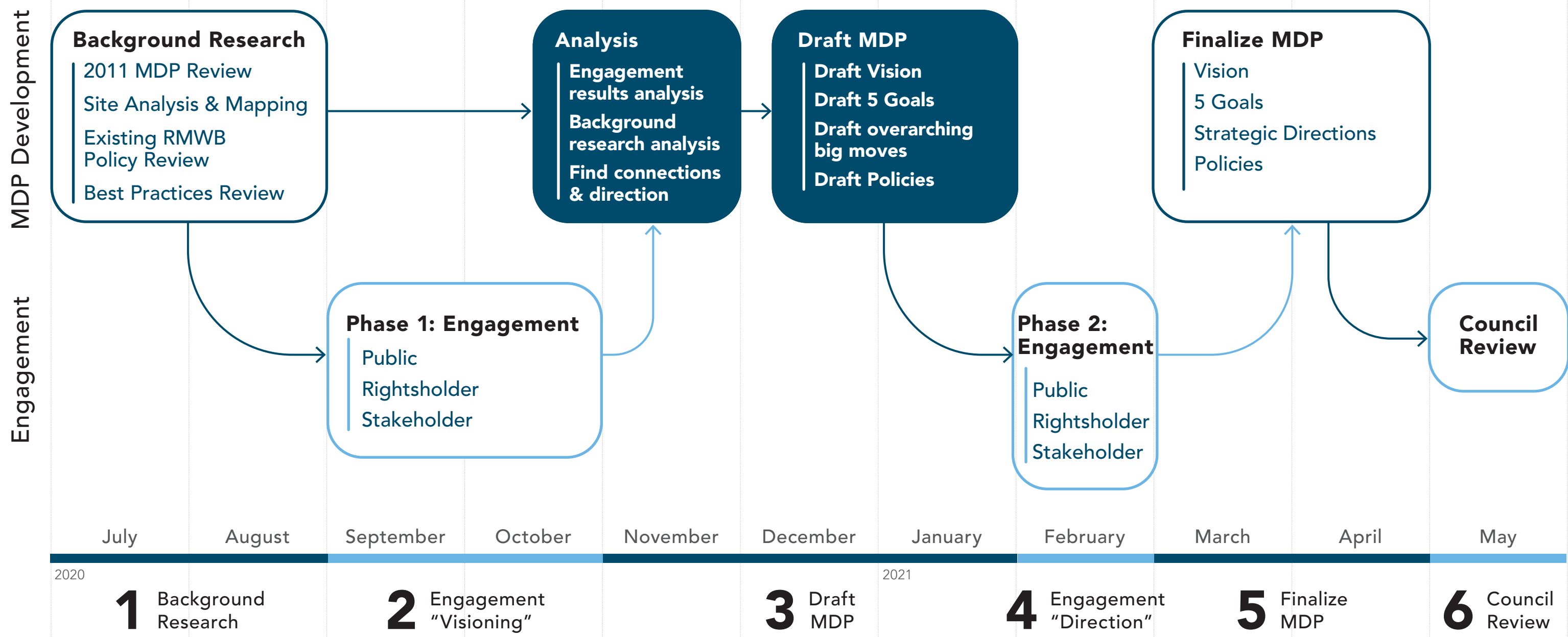
Economy & Innovation

-  Economic Opportunity
-  Education
-  Innovation & Expertise
-  Oil & Gas, & Related Industries
-  Renewable & Green Industries
-  Tourism

Arts, Culture, & Representation

-  Collaboration
-  Image
-  Arts, Culture, & Entertainment
-  Recognition

Draft Vision & Goals



Attachment: Municipal Development Plan Phase II Engagement Presentation (Such Chandhiok, Planning and Development, re: Municipal

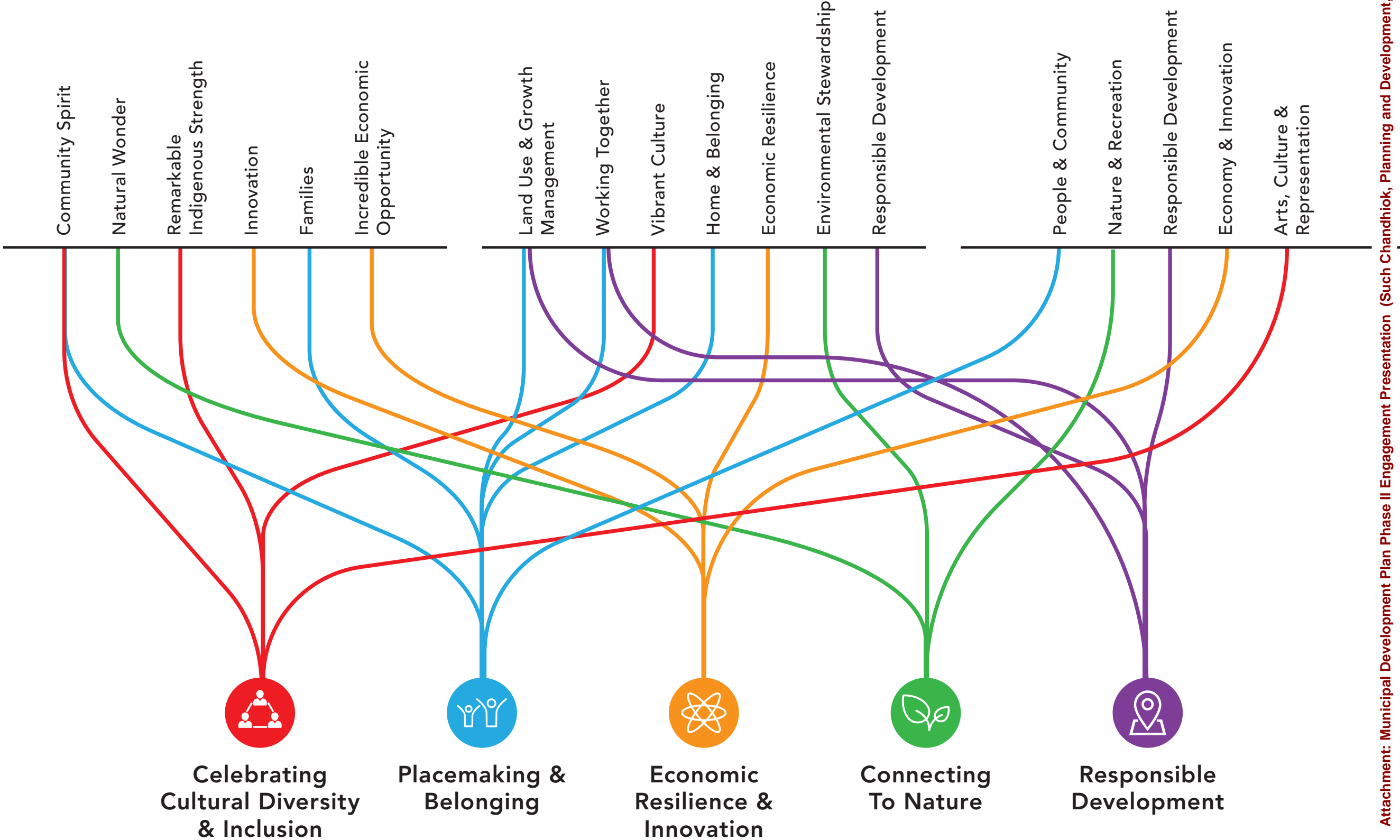
Process

» Background research and Phase 1 Engagement results were used to create the vision and goals

PLACE BRAND Building Blocks

2011 MDP Growth & Development & Goals

PHASE 1 ENGAGEMENT Feedback Categories



Vision

*A DIVERSE Region to live, work, play,
and STAY, FOREVER.*

- » The Wood Buffalo of tomorrow will be built on our greatest strengths. Our Region is a place like no other, a place of incredible opportunity and natural wonder.
- » A place of resilient community spirit, cultural diversity, and remarkable Indigenous strength.
- » By focusing and building on what makes Wood Buffalo great, we will pursue the opportunity, together, for all those who call Wood Buffalo home.
- » We will continue to develop a region with a place and community-based approach to reflect local values and make it a forever home.
- » Creating a healthy and sustainable Region for tomorrow is Wood Buffalo's story to tell, and this is only the beginning...



*Do you agree with
the draft vision?*

*Go to menti.com and use the code
70 74 22 5*



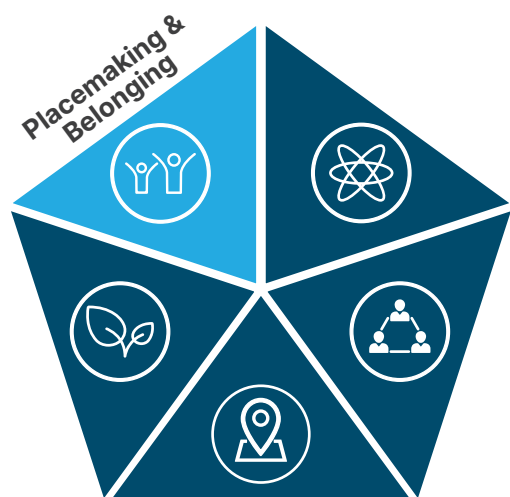
Goals



Goals

Placemaking & Belonging

Wood Buffalo provides a sense of place, safety, and belonging fostered by a community built around meeting the needs of all.



Goals

Connecting to Nature

Wood Buffalo’s cherished wilderness, protected natural ecosystems, and lively parks, open space, and waterfront are a hallmark of our Region.



Goals

Responsible Development

As a desirable location to live for all who come to our Region, Wood Buffalo grows intentionally, with development that makes life better for all.



Goals

Economic Resilience & Innovation

Economic diversification and development will bring resiliency to the local economy and prosperity throughout Wood Buffalo, all while not forgetting our core industry.



Goals

Celebrating Cultural Diversity & Inclusion

Brimming with pride, our Region celebrates its Indigenous history and is committed to ongoing reconciliation. The recognition of our unique past, vibrant arts, culture, global diversity, and inclusivity make Wood Buffalo an amazing place to live.

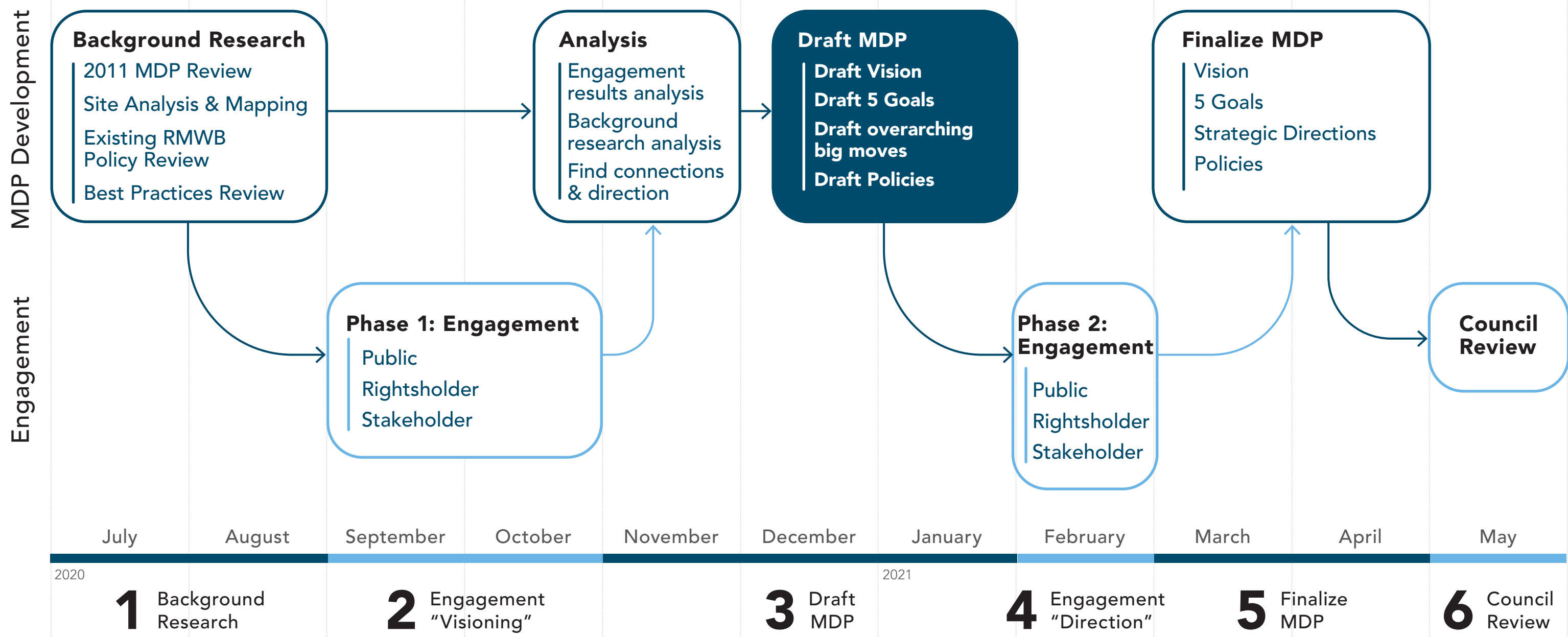


*Do you support the
draft goals?*

*Go to menti.com and use the code
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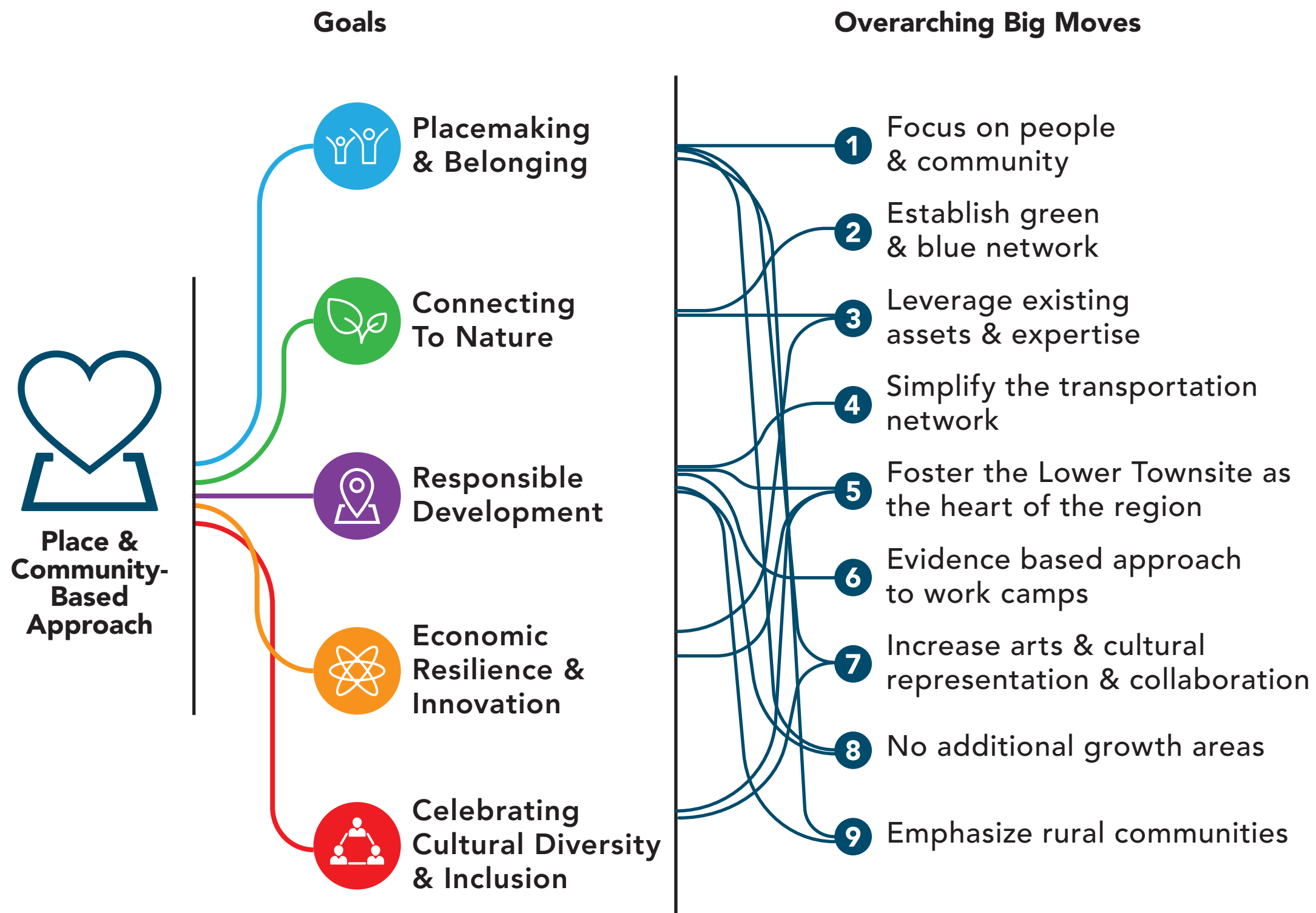
Overarching Big Moves



Attachment: Municipal Development Plan Phase II Engagement Presentation (Such Chandhiok, Planning and Development, re: Municipal

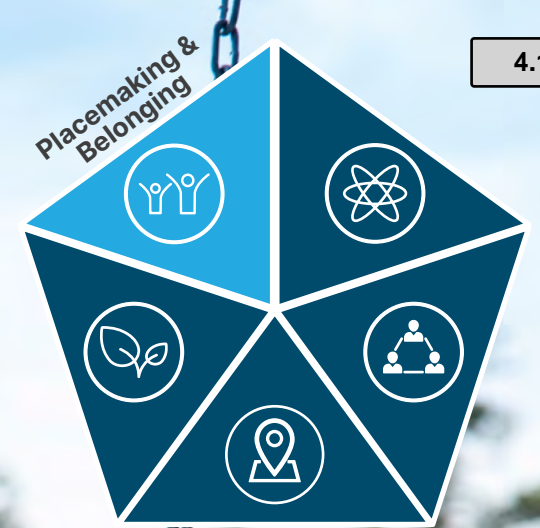
Overarching Big Moves

- » Big moves represent the major ways the 2021 MDP differs from the 2011 MDP
- » Big moves work together to achieve the goals and vision of the 2021 MDP



Focus On People & Community

- » At the heart of all our communities are the people
- » Focus on the people and communities of Wood Buffalo first by:
 - » Ensuring residents have access to their daily needs within accessible, safe environments,
 - » Provide social, cultural, recreational, and employment opportunities that support healthy and fulfilling lives
 - » Enhance high quality of life



Establish Green & Blue Networks

» Green Network:

- » Connects natural open spaces and trails across the Region
- » Increase recreation and mobility options, enhance open space, and improve access to natural areas in a sustainable manner

» Blue Network:

- » Enhance waterfront and river recreation opportunities
- » Improve flood protection
- » Recognize a historic connection to rivers and water

» Together:

- » Balance the need to preserve sensitive landscapes with the desire to access nature



Leverage Existing Assets & Expertise

- » Wood Buffalo is well-positioned to leverage its existing expertise into innovative, new opportunities
- » The new MDP will promote the pursuit of local innovation through supporting business incubator spaces, and increased post-secondary education opportunities
- » Building on Wood Buffalo's existing assets and expertise will provide greater economic balance, stability, and opportunity, and a higher quality of life for residents



Simplify the Transportation Network

- » Reflect Wood Buffalo's current transportation needs:
 - » Simplify and right-size the transportation network
 - » Optimize existing transit options
 - » Improve efficiency of the roads
 - » Provide more options for mobility throughout the Region

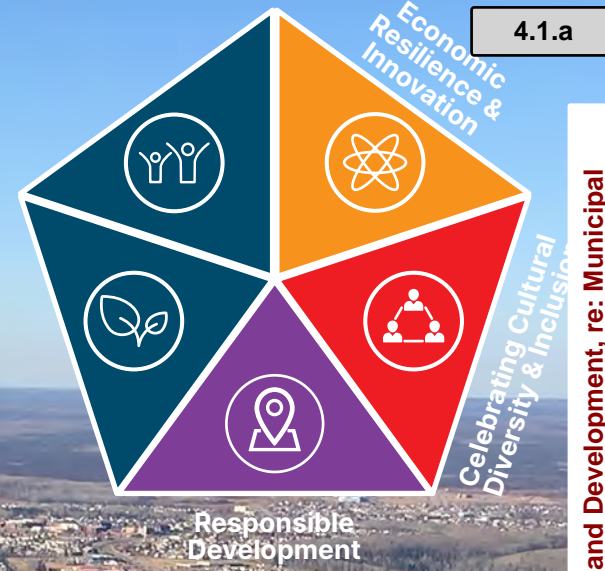


Responsible
Development

4.1.a

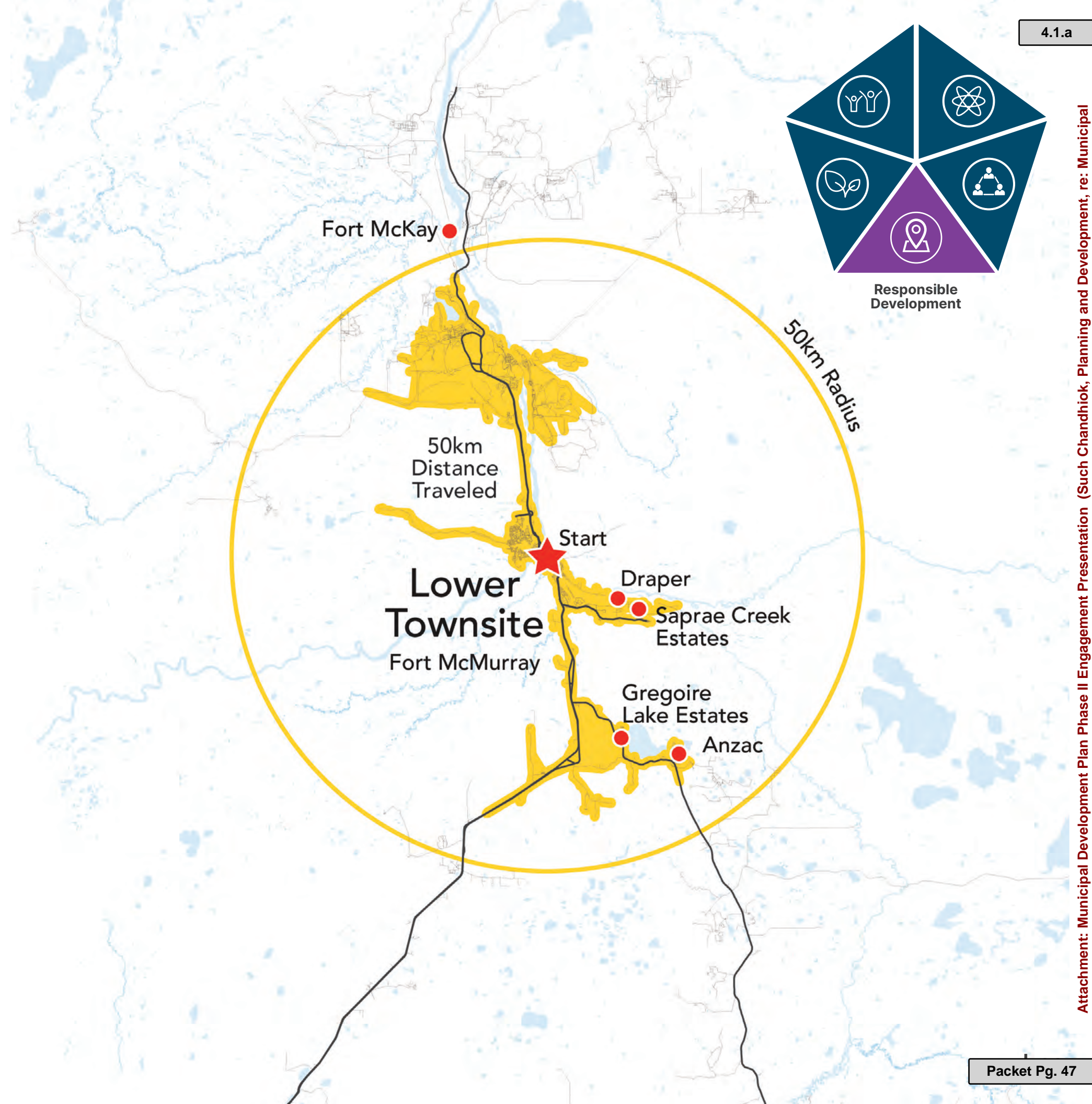
Foster the Lower Townsite as the Heart of the Region

- » Fort McMurray is the economic centre of Wood Buffalo
- » The Lower Townsite acts as the heart of Fort McMurray, and the Region
 - » Follow the guidance of the 2021 Downtown Area Redevelopment Plan
 - » Emphasize connections to MacDonald Island
 - » Grow into an exciting arts, entertainment, and cultural district



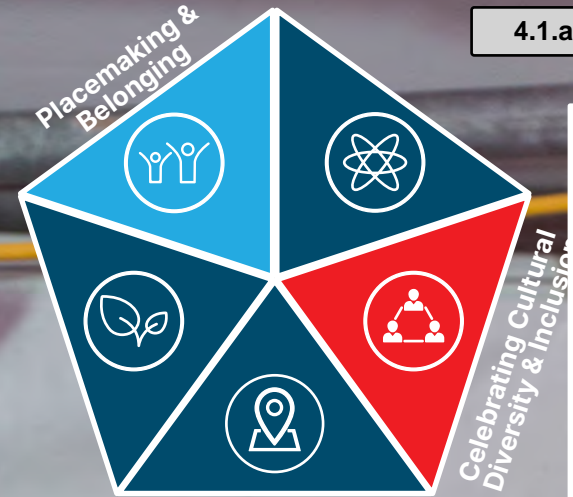
Evidence Based Approach to Work Camps

- » Proposes a “distance-traveled” approach to calculating the “reasonable commute distance” to restrict the use of work camp accommodations for full-time employees of industrial operations in proximity to Fort McMurray
- » The distance-traveled approach calculates the actual distance a vehicle travels using accessible and existing roads, determining a more realistic and accurate reasonable commute distance calculation for employees
- » Opposed to the radius approach currently used



Increase Arts & Cultural Representation & Collaboration

- » Wood Buffalo has a multicultural identity is rooted in rich First Nations and Métis heritages
- » The 2018 census recorded significant ethnic diversity
- » Quality of life for all is enhanced through opportunities to celebrate the unique cultures of the Region
- » Promotion of and participation in diverse arts and cultural activities provide educational opportunities and brings people together
- » Increased collaboration with local communities will provide opportunities for people to make their voices heard, express their ideas, and tell their stories



No Additional Growth Areas

- » In 2011, projections indicated that Wood Buffalo's population would reach over 230,000 people by 2030
- » New sets of population projections, conducted in 2020, show that the Region's population will remain largely stable for the next 20 years
- » 2021 MDP will not allow the development of additional growth areas until existing areas are built
 - » Focus efforts and investments on existing communities
 - » Allow the prioritization of enhancing the amenities, sense of place, and communities that already exist



Emphasize Rural Communities

- » Wood Buffalo is one of the largest municipalities in Canada
- » Due to its size, the MDP incorporates guidance for both urban and rural communities, as well as for the Region as a whole
- » Through increased collaboration with rural communities, the MDP will emphasize their unique needs and importance within the Region



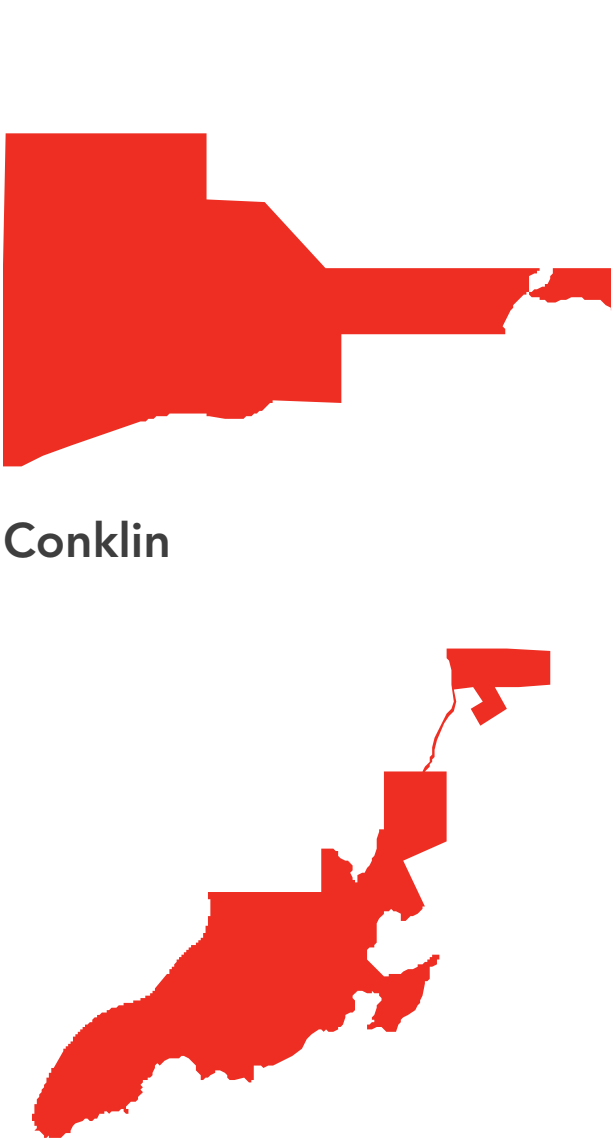
Fort McKay



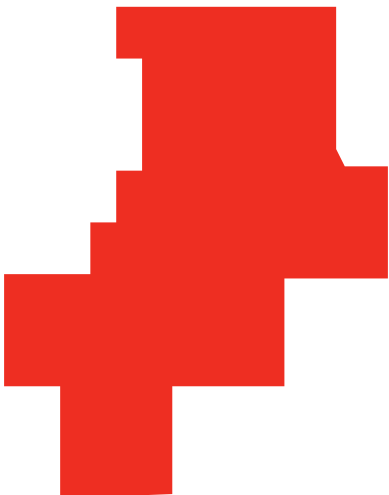
Draper



Gregoire Lake Estates



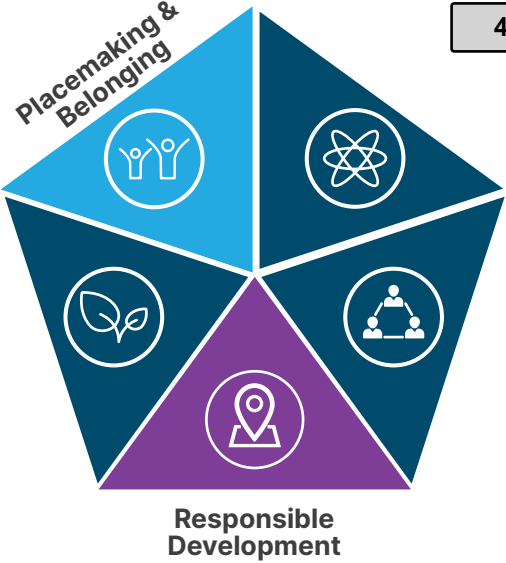
Fort Chipewyan



Janvier



Sapræe Creek Estates

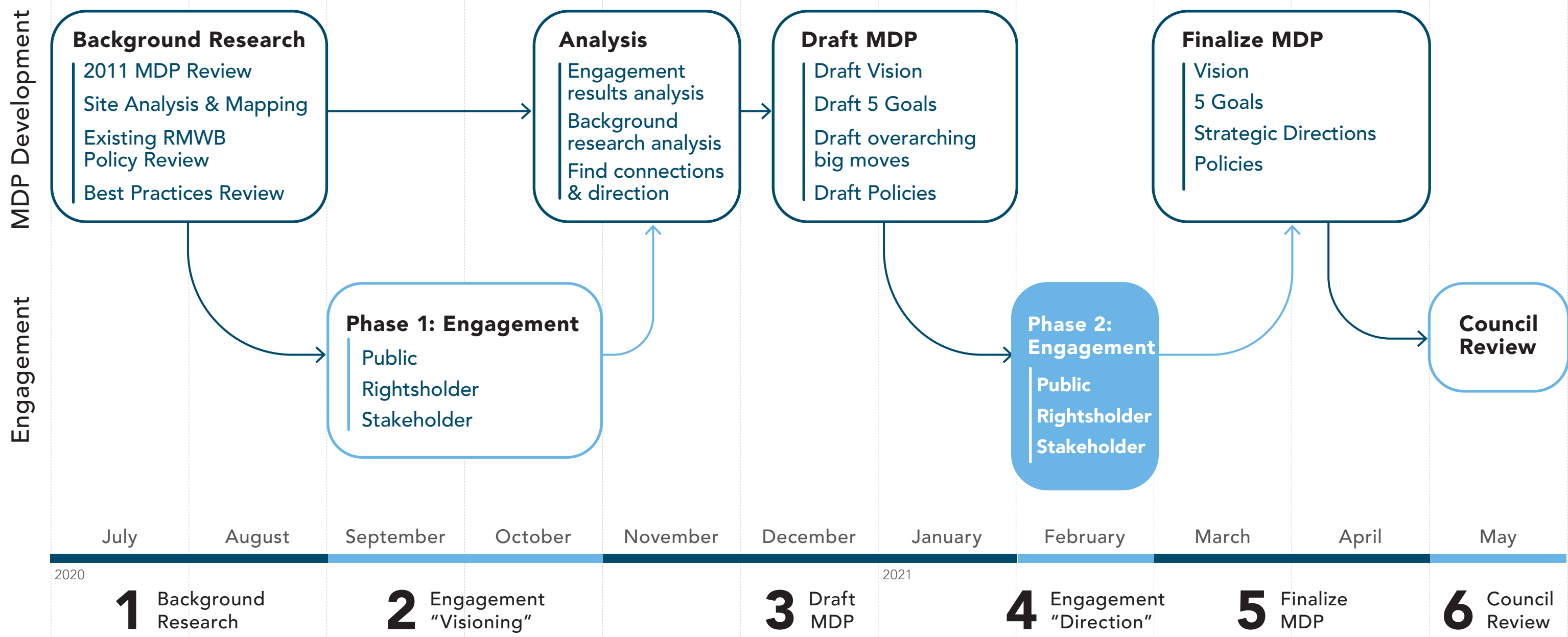


*Do you support the
overarching big moves?*

*Go to menti.com and use the code
70 74 22 5*



Your Involvement



Attachment: Municipal Development Plan Phase II Engagement Presentation (Such Chandhiok, Planning and Development, re: Municipal

Your Involvement

- » Your role over the next phases of the project will be to:
 - » Stay involved on rmwb.ca/MDP
 - » Review the draft MDP when it is circulated.
 - » Thank you!



Questions?

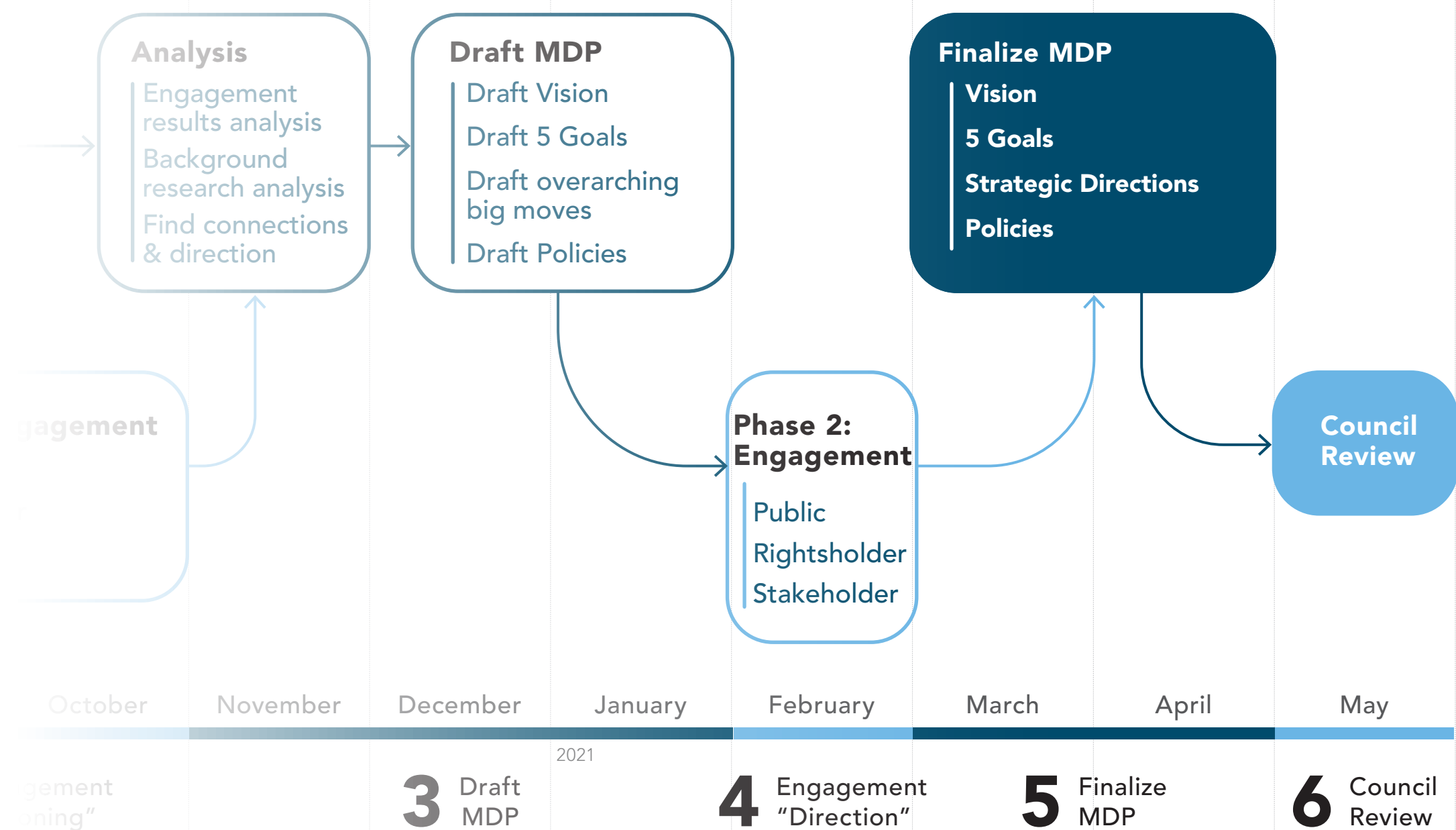


Next Steps

Next Steps

Project Team will:

- » Prepare an engagement summary report
- » Create the Draft MDP
- » Gain feedback on the Draft MDP
- » Bring finalized MDP to Council in May 2021



Attachment: Municipal Development Plan Phase II Engagement Presentation (Such Chandhiok, Planning and Development, re: Municipal

Questions?

