



Communities in Bloom Committee

Conducted Electronically Via MS Teams

Thursday, February 25, 2021
6:00 PM

Agenda

Public Participation for February 25, 2021 Communities in Bloom Committee Meeting

The Communities in Bloom (Committee) will be conducting the February 25, 2021 Communities in Bloom Committee 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 25, 2021 Communities in Bloom Committee Meeting Agenda must pre-register by 12 noon, February 25, 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:
 - Please complete the online form found at 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 Committee Meeting Agenda Package as part of public record.

The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information contact the Chief Legislative Officer, Legislative Services, 7th Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. **Call to Order**

2. **Adoption of Agenda**

3. **Minutes of Previous Meetings**

3.1. Communities in Bloom Committee Meeting - January 28, 2021

4. **Presentation**

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

5. **New and Unfinished Business**

5.1. Draft Communities in Bloom Logo

5.2. Flower of The Year

5.3. National Communities in Bloom Registration

5.4. Miracle Gro Best Garden Selection Program

5.5. Events and Programs

Adjournment

Minutes of a Meeting of the Communities in Bloom Committee held Via Electronic Communications on Thursday, January 28, 2021, commencing at 6:00 PM.

Present:

Helen Meyer, Chair
 Qasim Malik, Vice Chair
 Destiny Jefferies, Public at Large
 Ayesha Malik, Public at Large
 Johnny Dulku, Public at Large
 Victoria Ganace, Public at Large
 Nicole McMillan, Public at Large
 Sheila Lalonde, Councillor

Administration:

Terra Brenneis, Program Manager, Public Works
 Sonia Soutter, Manager, Legislative Services
 Seville Kwan, Department Administrator, Public Works
 Destiny Hilliard, Clerk, Legislative Services

1. Call to Order

Legislative Services Clerk, Destiny Hilliard, called the Meeting to order at 6:06 p.m.

2. Adoption of Agenda

MOTION:

THAT the agenda be adopted as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Johnny Dulku
SECONDER:	Ayesha Malik
FOR:	Jefferies, Meyer, A. Malik, Dulku, Q. Malik, Ganace, McMillan

3. Minutes of Previous Meetings

3.1. Communities in Bloom Committee Meeting - November 26, 2020

MOTION:

THAT the Communities in Bloom Committee Meeting held on November 26, 2020 be accepted as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: Helen Meyer
SECONDER: Destiny Jefferies
FOR: Jefferies, Meyer, A. Malik, Dulku, Q. Malik, Ganace, McMillan

4. New and Unfinished Business

4.1. Appointment of Chair and Vice Chair

Johnny Dulku, nominated Helen Meyer for position of Chair. Helen accepted the nomination and as no other nominations were made, Helen Meyer was selected as Chair of the Communities in Bloom Committee by acclamation.

MOTION:

THAT Helen Meyer, be appointed as Chair of the Communities in Bloom Committee.

RESULT: CARRIED [UNANIMOUS]
MOVER: Johnny Dulku
SECONDER: Destiny Jefferies
FOR: Jefferies, Meyer, A. Malik, Dulku, Q. Malik, Ganace, McMillan

Helen Meyer, nominated Qasim Malik for position of Vice Chair, Qasim accepted the nomination and as no other nominations were brought forward, Qasim Malik was elected as Vice Chair by acclamation.

MOTION:

THAT Qasim Malik, be appointed as Vice Chair of the Communities in Bloom Committee.

RESULT: CARRIED [UNANIMOUS]
MOVER: Helen Meyer
SECONDER: Destiny Jefferies
FOR: Jefferies, Meyer, A. Malik, Dulku, Q. Malik, Ganace, McMillan

4.2. 2021 Meeting Schedule

MOTION:

THAT the regular Communities in Bloom Committee Meetings be held at 6:00 p.m. on the fourth Thursday of each month.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Victoria Ganace
SECONDER:	Qasim Malik
FOR:	Jefferies, Meyer, A. Malik, Dulku, Q. Malik, Ganace, McMillan

4.3. Nominate Your Neighbour

Seville Kwan, Department Administrator, advised that the Winter Nominate Your Neighbour program reached half of their goal this year with fifty nominations.

4.4. End of Year Report

Helen Meyer, Chair, will draft the year-end report for 2020, which will include Communities in Bloom events and programs, and a list of the Committee's new Members. A draft of the report will be shared with the Committee before the next meeting.

4.5. Flower of The Year

Helen Meyer, Chair, advised that the "Flower of The Year" campaign is now available to the public on the Communities in Bloom and RMWB Facebook pages, voting will remain open until January 31, 2021. Based on the results of the vote, the Committee will select which flower is best suitable for the community.

4.6. Draft Communities in Bloom Logo

Seville Kwan, Department Administrator, provided drafts of the new Communities in Bloom logo for review. The Committee discussed their preferences with a few suggestions for change that will be sent back to the Graphic Designer for final revisions.

4.7. Events and Programs

The Committee discussed various opportunities to engage with the community through virtual programs and events.

Terra Brenneis, Program Manager, provided an update on Syne Park's closure for upgrades, with plans to open in 2022, Borealis Park will be open in the interim.

The Committee discussed different areas best suitable to plant a flower garden with the seeds that will be chosen for Flower of The Year. Two locations named were Borealis Park and other community parks.

Adjournment

Meeting was adjourned at 7:04 p.m.

Chair



shape our region



Municipal Development Plan Phase 2 Engagement

Name | Date

Meeting Agenda

Project Review

Background Research

Phase 1 Engagement

Draft Vision & Goals

Overarching Big Moves

Next Steps



Participate

Using your smart phone or computer, please go to www.menti.com and enter the code provided.

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?

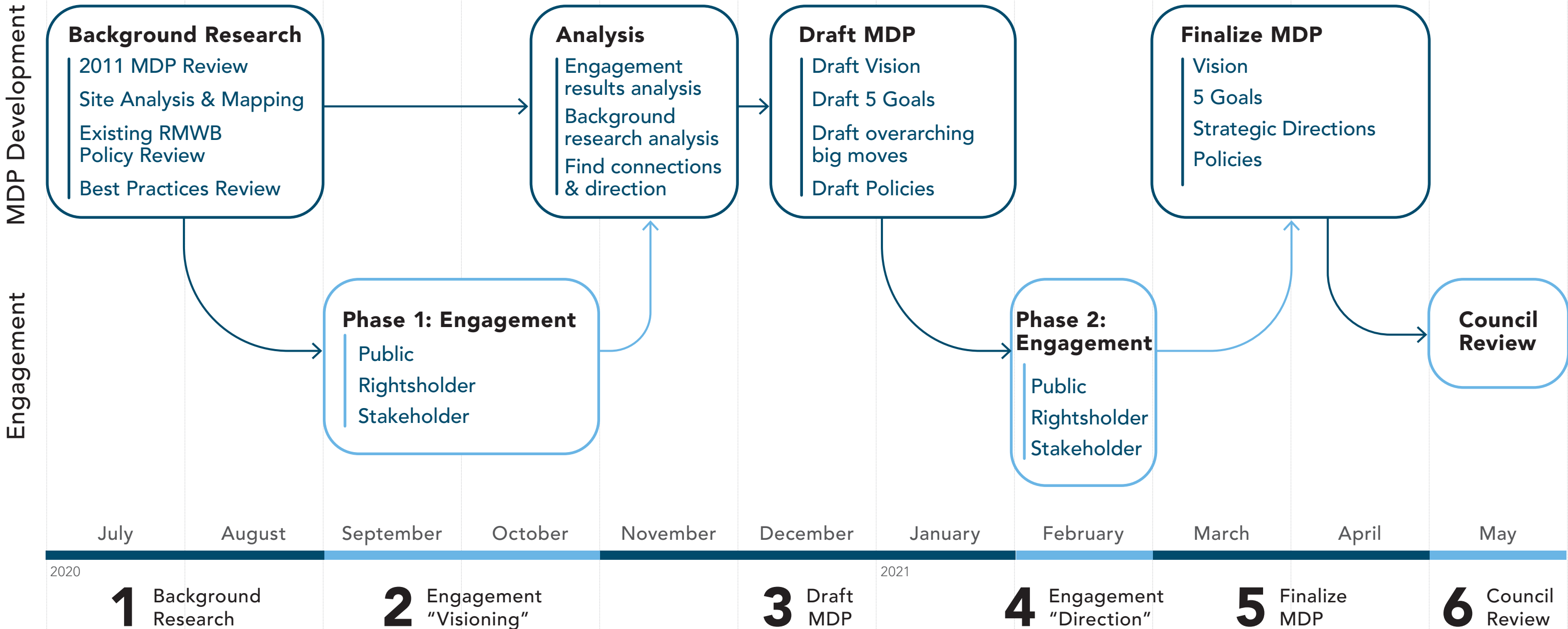
- » The 2011 MDP growth projections indicated that Wood Buffalo's population would grow to over 230,000 people by 2030
- » This growth has not happened due to several factors, including the 2013 floods, the 2014 global drop in oil prices and resulting economic downturn, the 2016 Horse River Wildfire, 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"

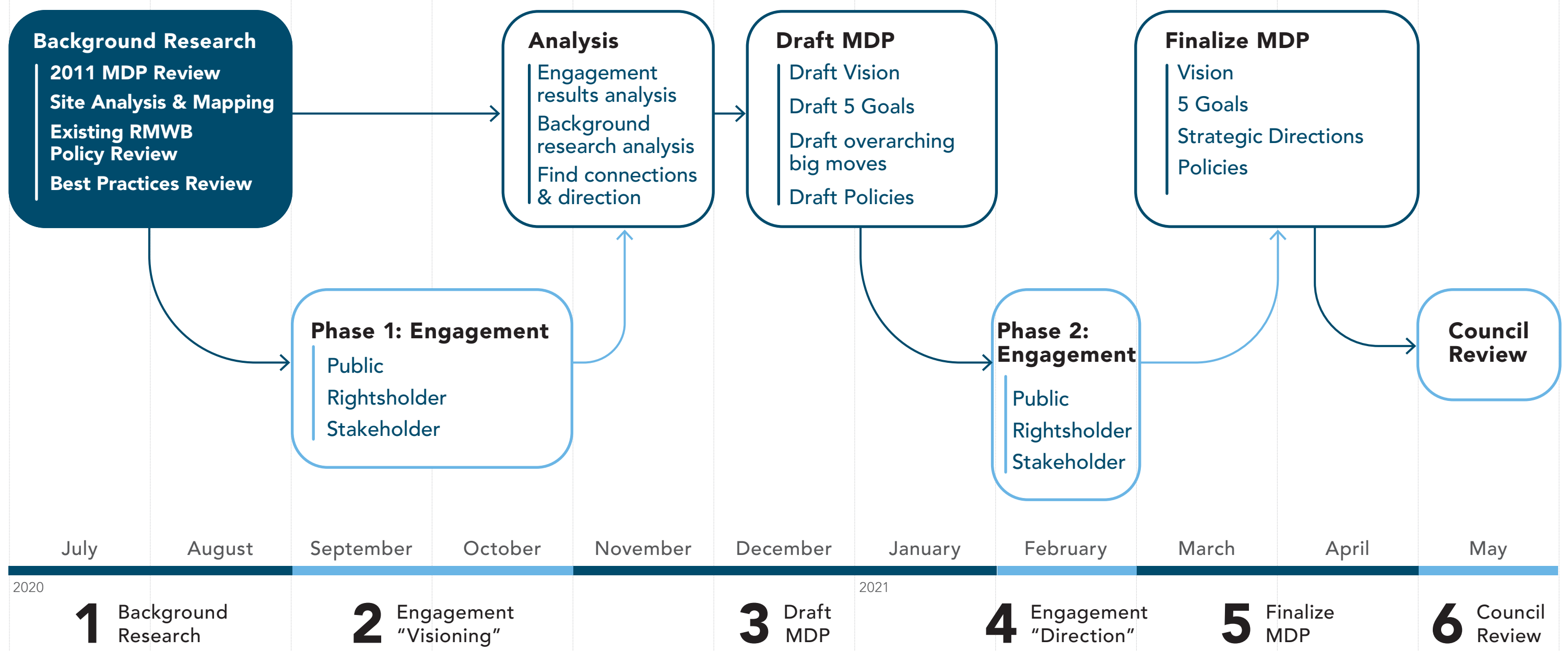


Attachment: MDP Phase 2 Engagement (Such Chandhiok, Planning and Development, re: Municipal Development Plan Phase II Engagement)

Background Research Review

MDP Development

Engagement



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

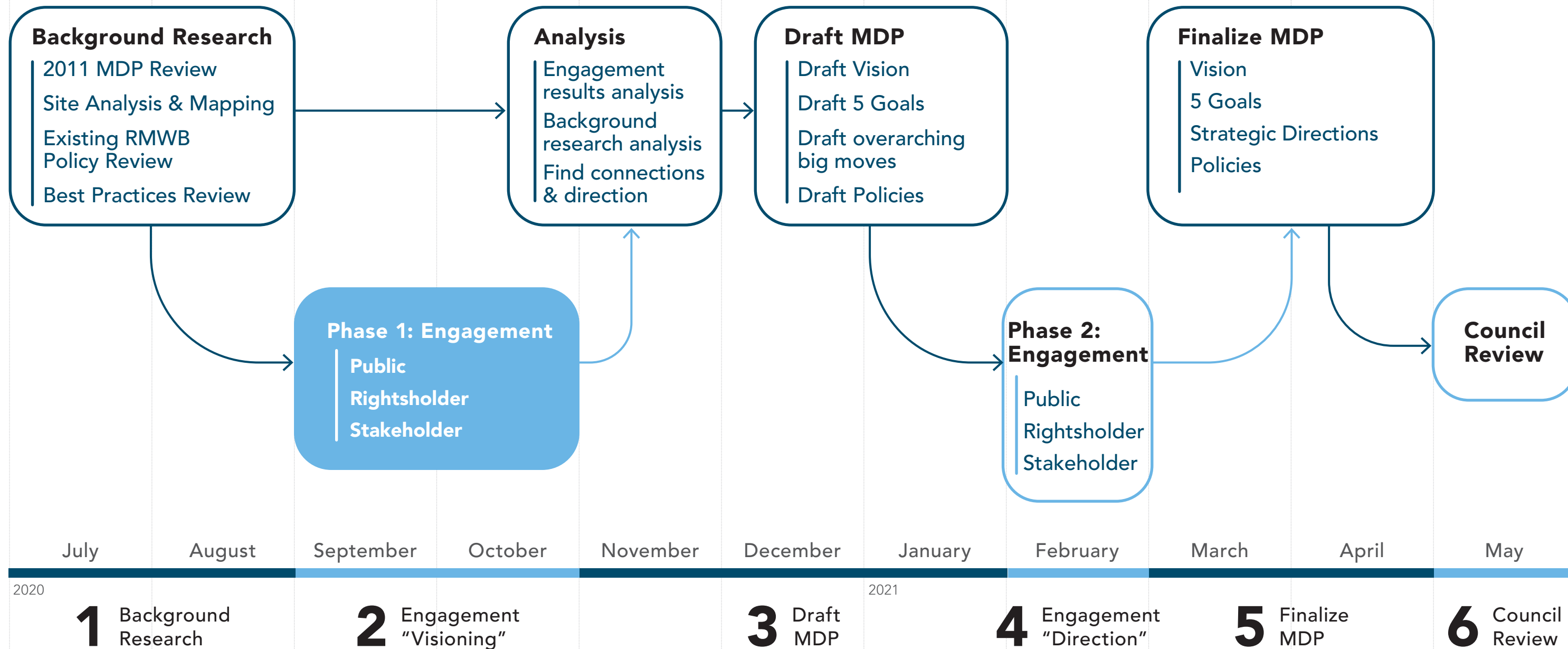
- » Many policies from the 2011 MDP remain relevant today and many policies need revision
- » Heavy focus on growth needs to be repealed
- » Emphasize a people first, place-based approach for the 2021 MDP



Phase 1 Engagement

MDP Development

Engagement



Attachment: MDP Phase 2 Engagement (Such Chandhiok, Planning and Development, re: Municipal Development Plan Phase II 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
Survey



Interactive
Mapping



Idea Sharing
Platform



Online
Discussion
Forum



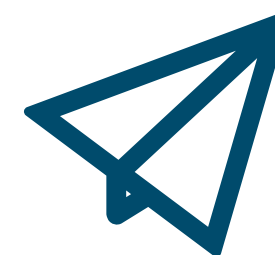
20+

Social Media
Posts



4

Promotional
Videos



+

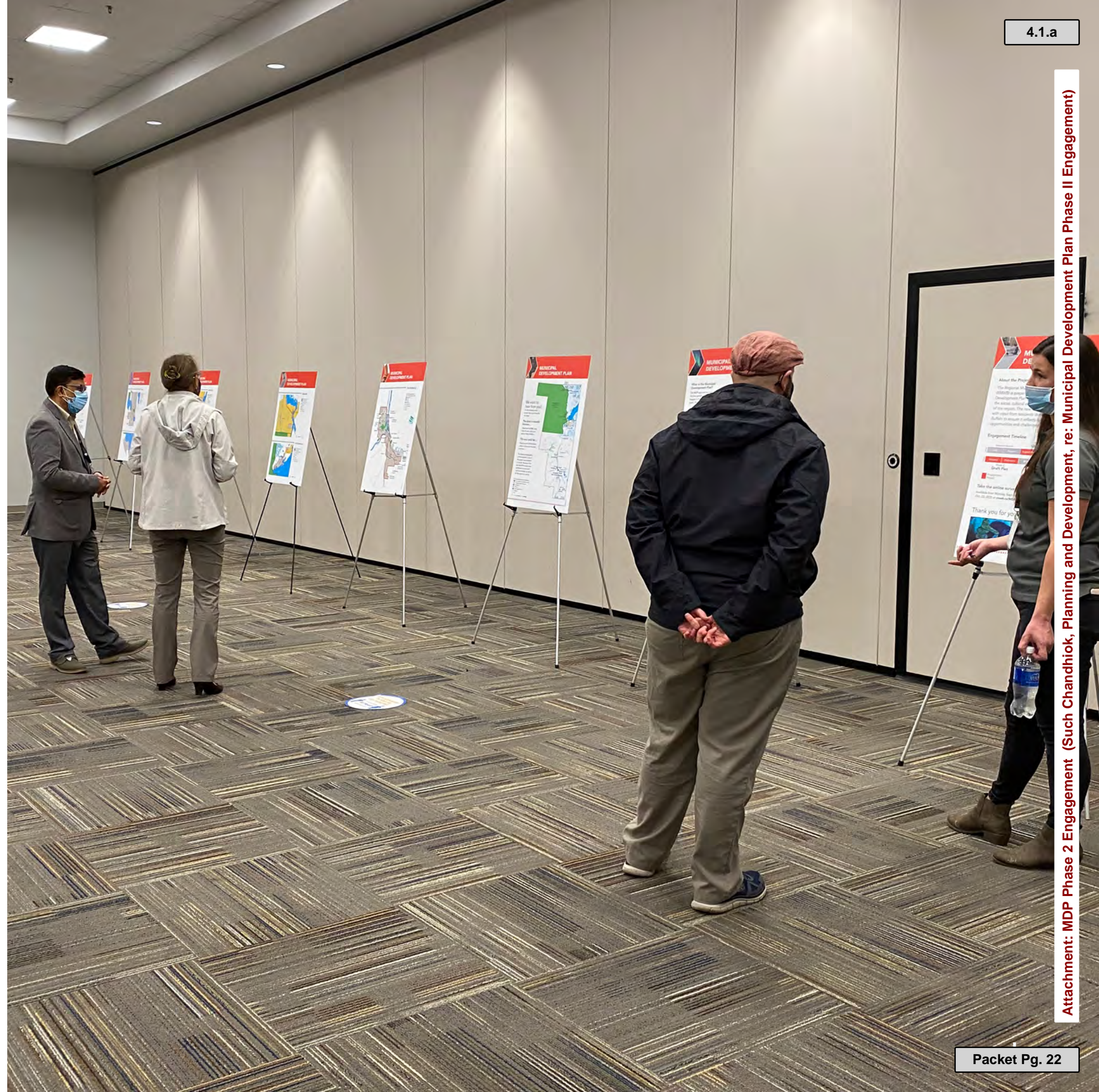
Newsletters,
Radio, & Signage

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 From You

- » What
- » We
- » Heard
- » From
- » Them
- » Icons to the left





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

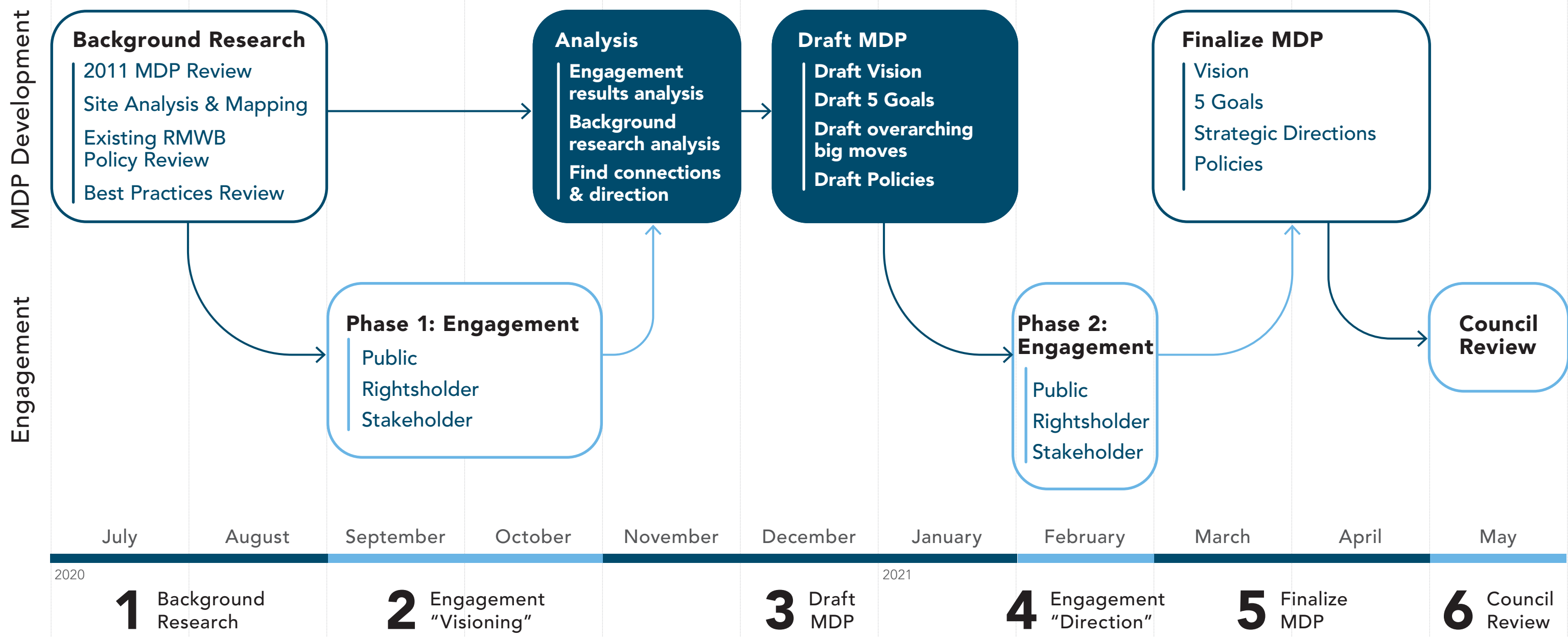
Economy & Innovation

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

Arts, Culture, & Representation

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

Draft Vision & Goals



Attachment: MDP Phase 2 Engagement (Such Chandhiok, Planning and Development, re: Municipal Development Plan Phase II Engagement)

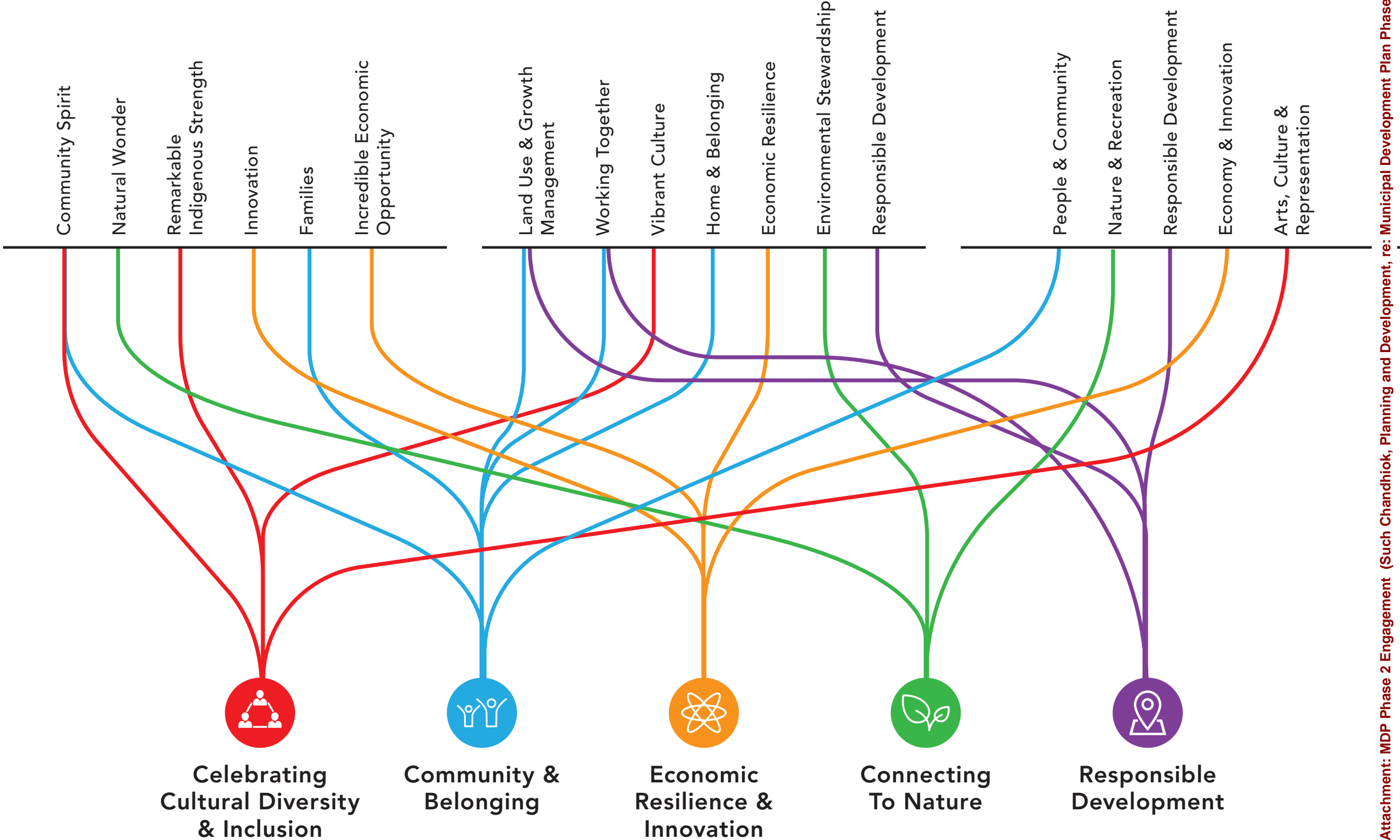
Process

» 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



Draft 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?*

Provide your feedback at menti.com



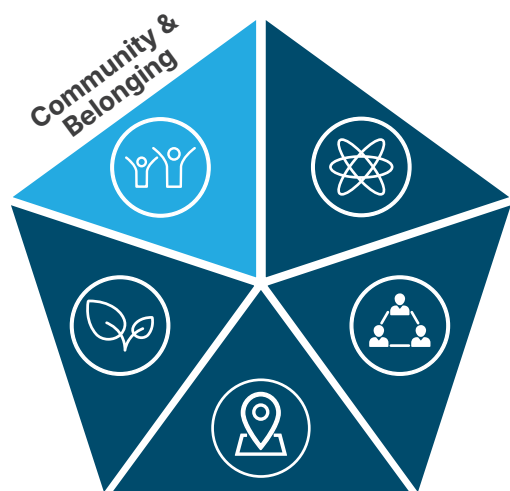
Goals



Goals

Community & Belonging

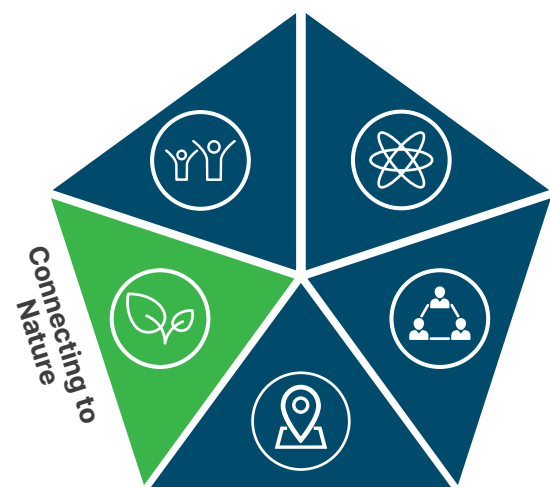
Wood Buffalo provides a sense of place, safety, and belonging fostered by a community built around meeting the needs of all.



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?*

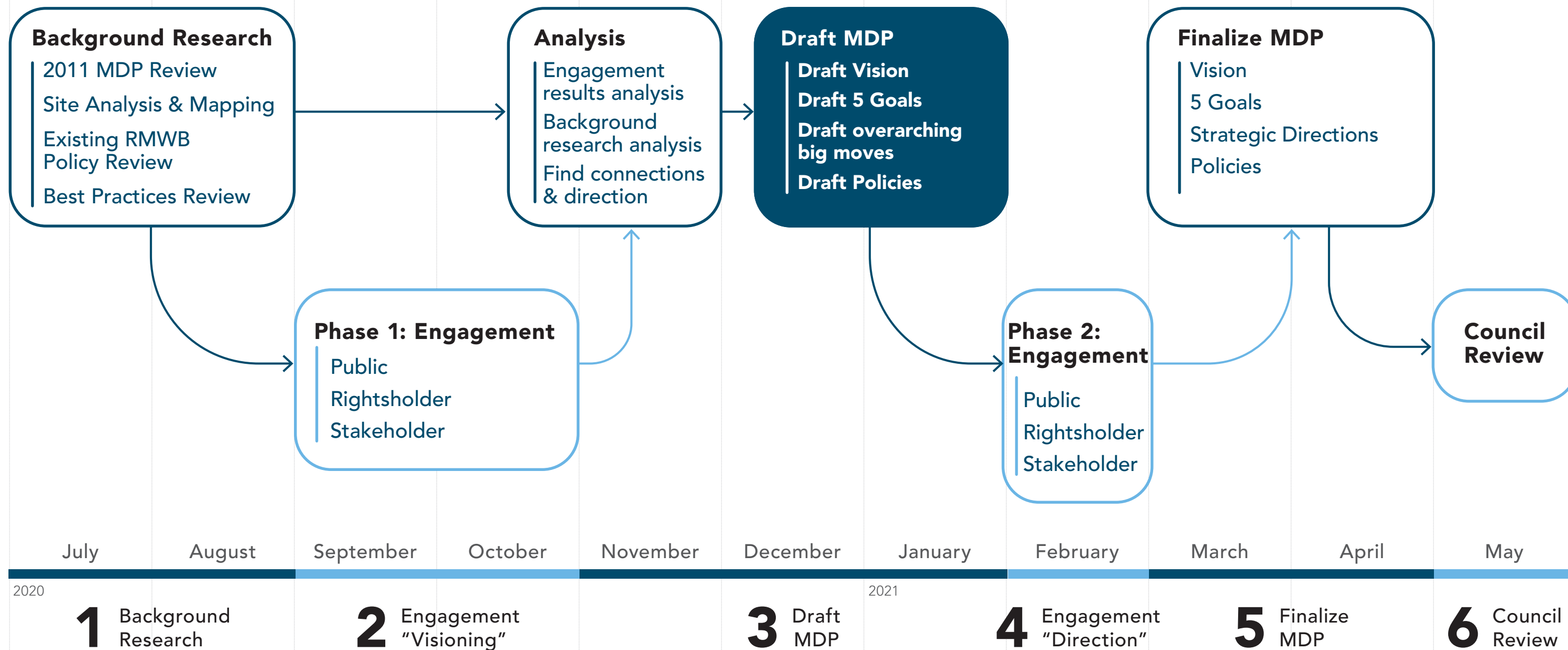
Provide your feedback at menti.com



Overarching Big Moves

MDP Development

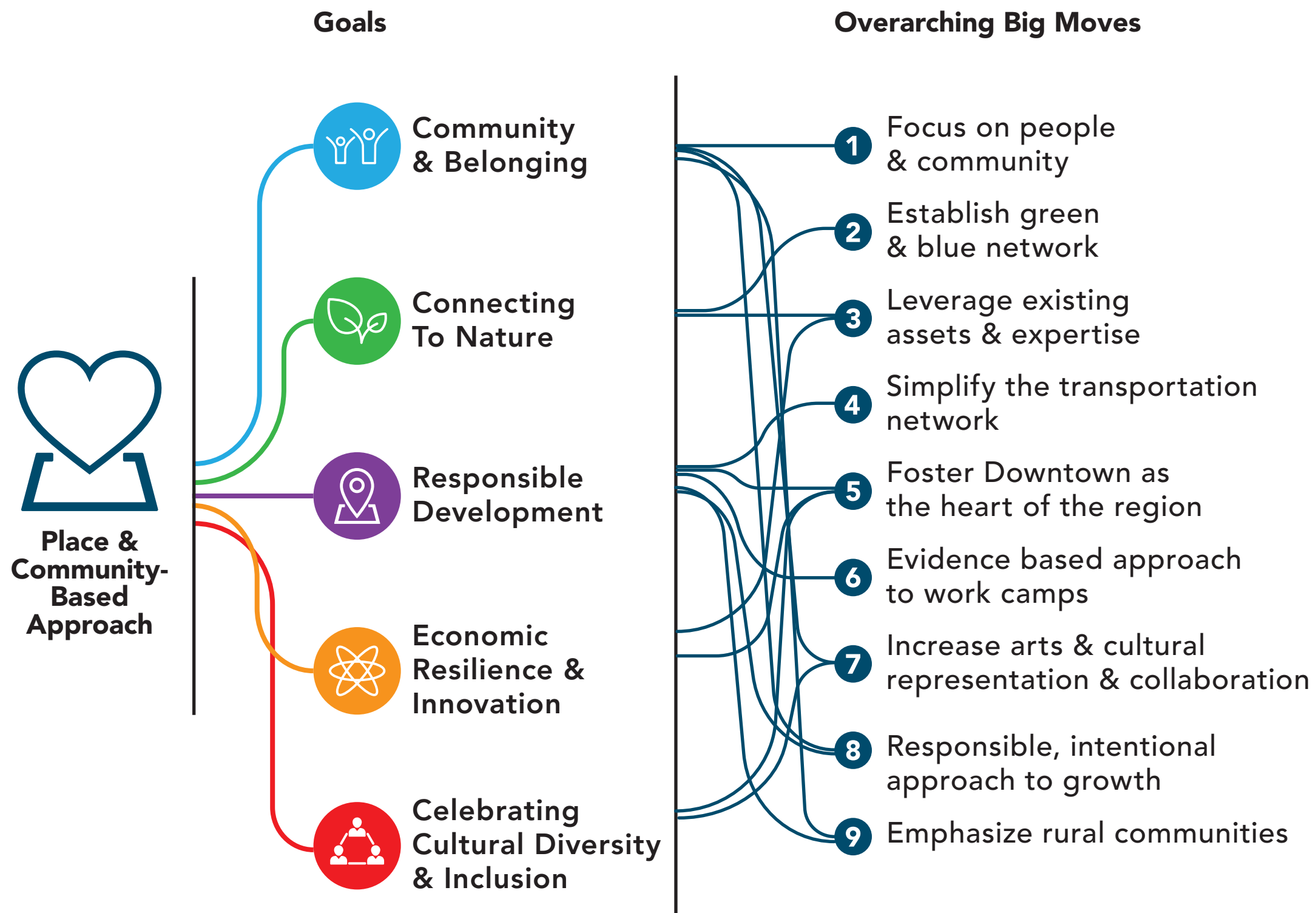
Engagement



Attachment: MDP Phase 2 Engagement (Such Chandhiok, Planning and Development, re: Municipal Development Plan Phase II Engagement)

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



4.1.a

Establish Green & Blue Networks

» Green Network:

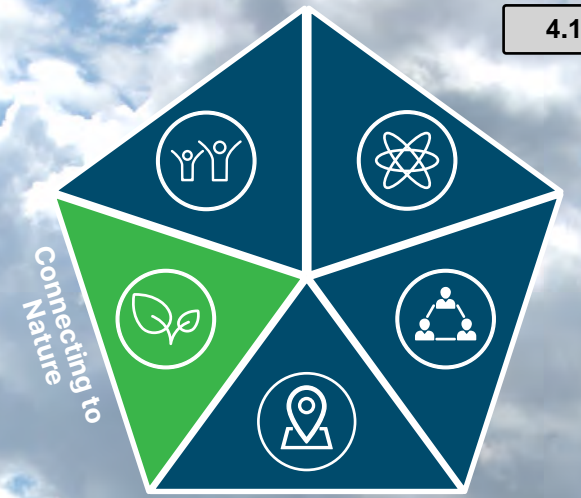
- » Connects natural open spaces and trails across the Region
- » Increase recreation and mobility options, enhance open space, and improve access to natural areas in a sustainable manner

» 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



4.1.a

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

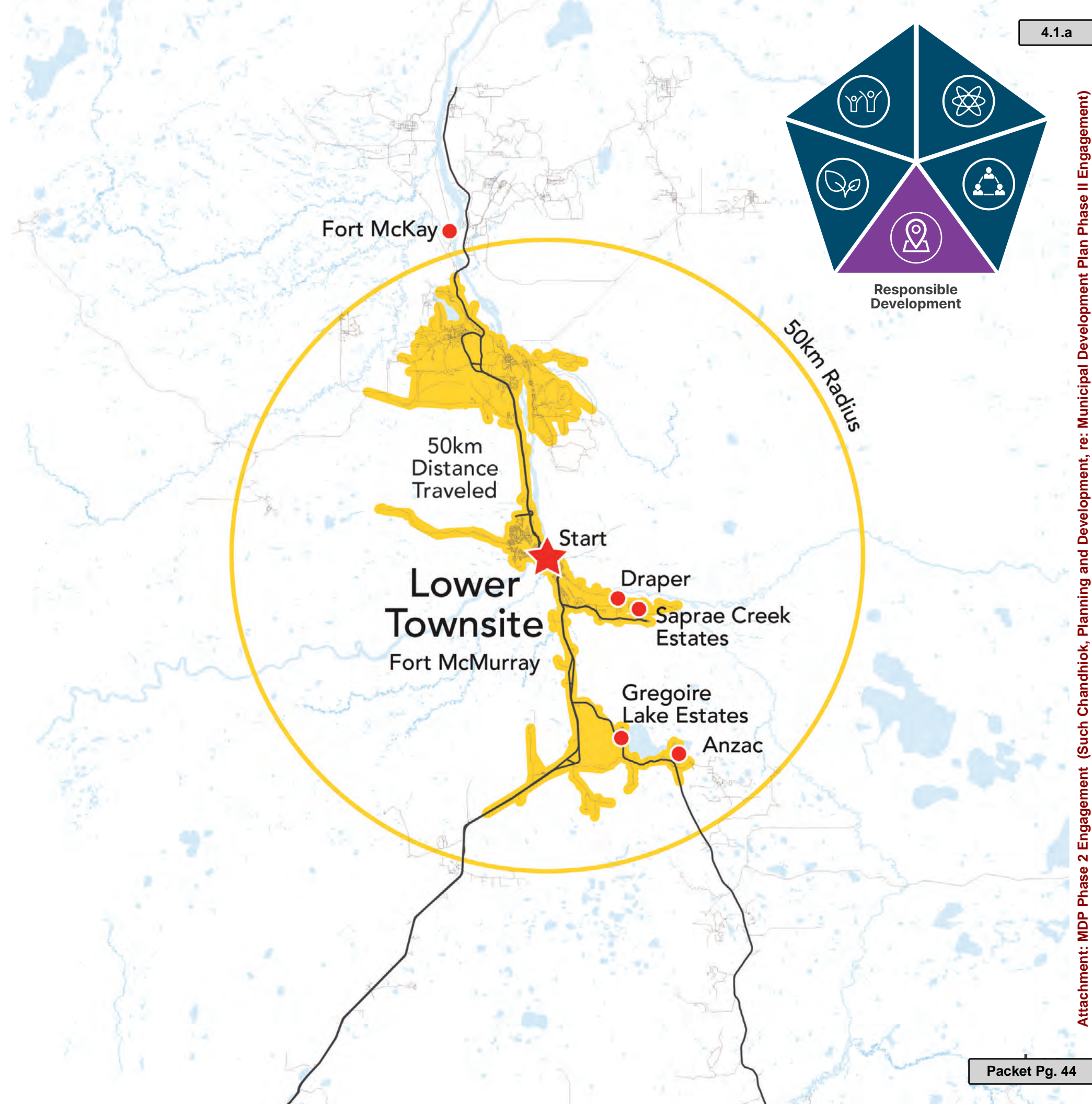
Foster Downtown as the Heart of the Region

- » 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



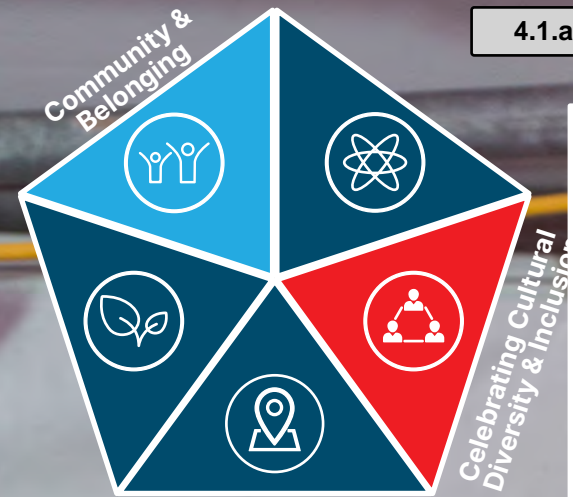
Evidence Based Approach to Work Camps

- » Different approaches have been discussed in the past, such as radius-based and distance-travelled-based locations.
- » Through discussions with industry partners we want to reset/reconsider the approach to manage the work camps in the Region.
- » This big move outlines a new framework of understanding for how discussions with industry should be conducted, framed within an evidence-based approach.



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



Responsible, Intentional Approach to Growth

- » In 2011, projections indicated that Wood Buffalo's population would reach over 230,000 people by 2030
- » The Region largely has the required lands to accommodate growth over the MDP's planning horizon
- » 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



Anzac



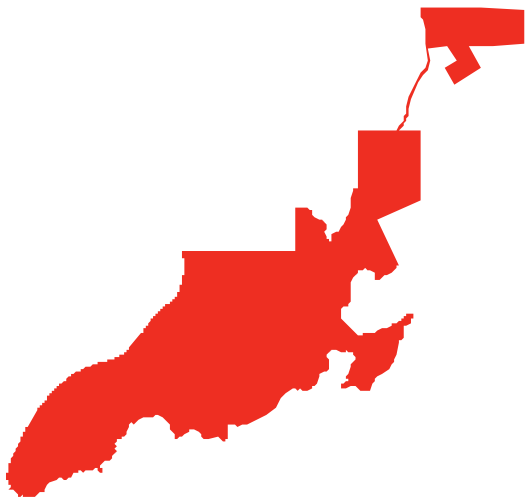
Draper



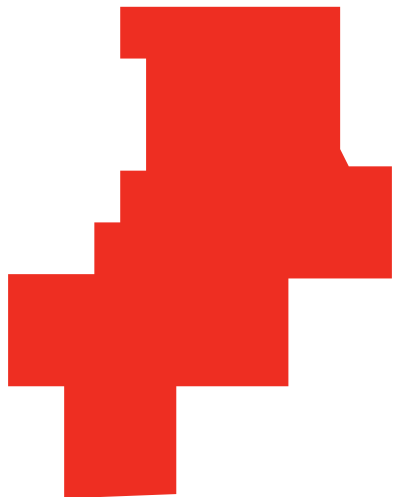
Gregoire Lake Estates



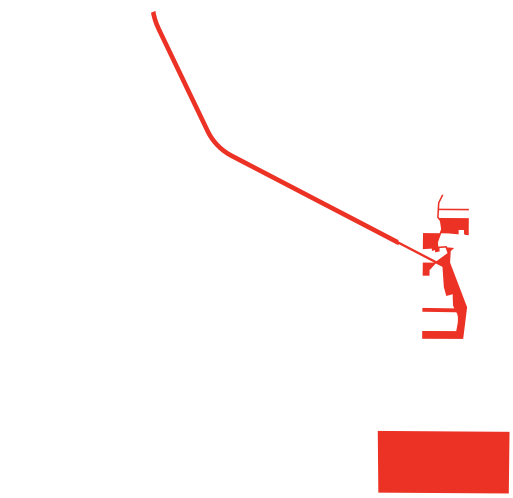
Conklin



Fort Chipewyan



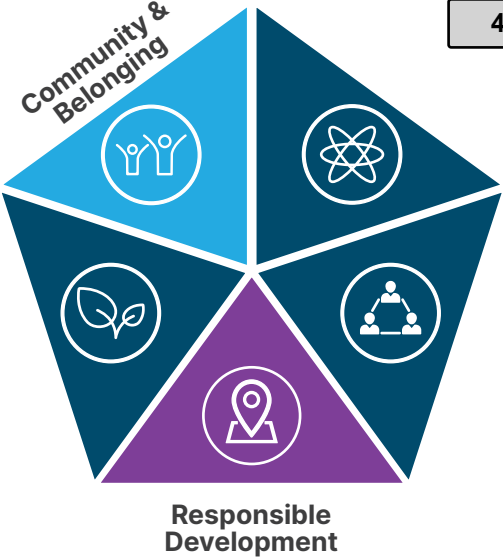
Janvier



Fort Fitzgerald



Saprae Creek Estates



*Do you support the
overarching big moves?*

Provide your feedback at menti.com



Next Steps

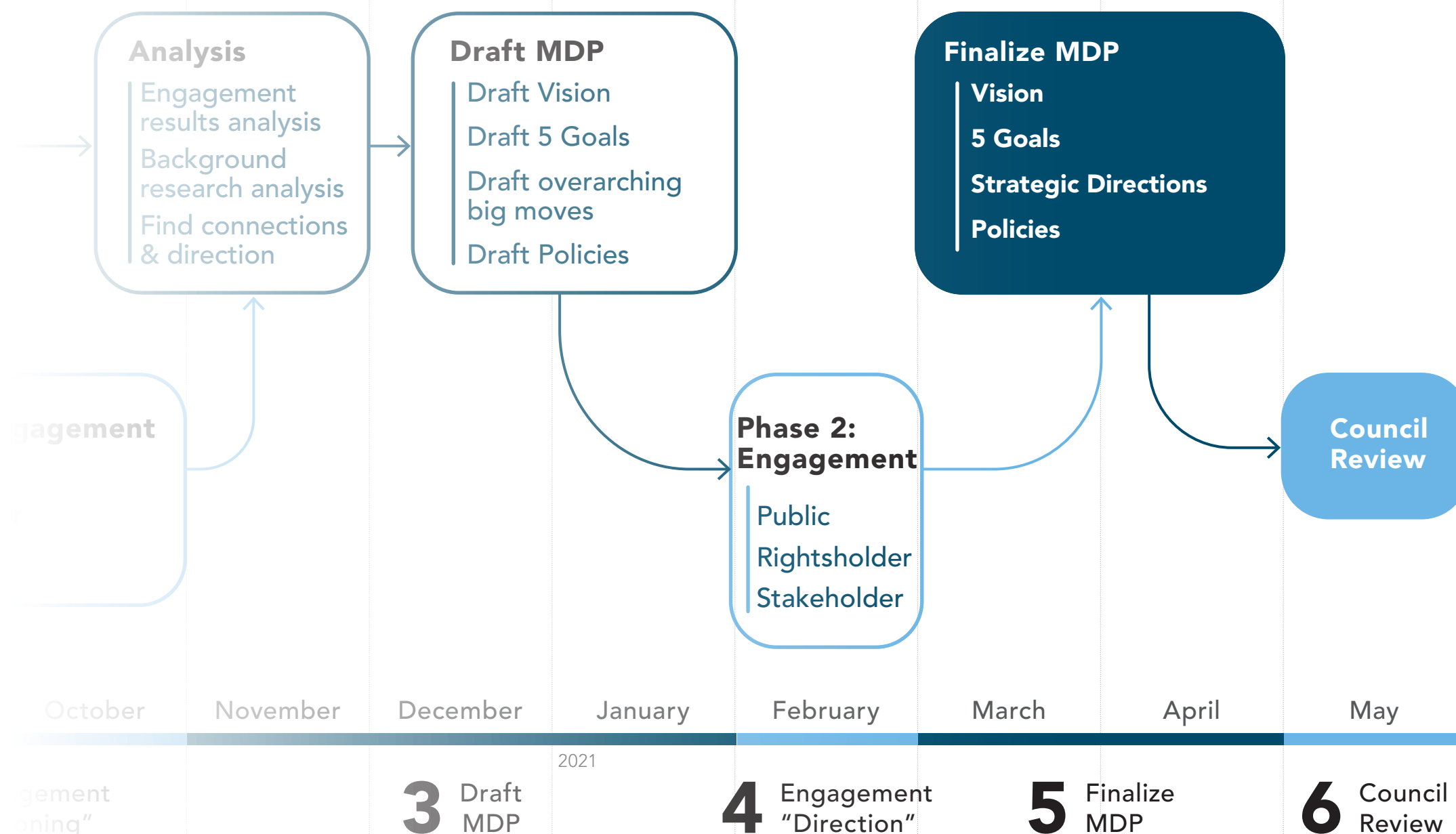
Next Steps

Project Team

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

Your involvement

- » Your role over the next phases of the project will be to:
 - » Stay informed at rmwb.ca/mdp
 - » Review the Draft MDP



Questions?





5.1.a

Att

Packet Pg. 52