



Wood Buffalo Downtown Revitalization Advisory Committee

Wednesday, September 1, 2021

Conducted Electronically via MS Teams

5:00 PM

Agenda

Public Participation for September 1, 2021 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the September 1, 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 September, 2021 Committee Meeting Agenda must pre-register by 12 noon, September 1, 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.

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. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - June 2, 2021

4. New and Unfinished Business

4.1. Kiyām Community Park Updates

- Construction Update
- Public Art and Heritage Plaque Update
- Downtown Community Policing Office Update
- Microbusiness Pilot Project Partnership

4.2. Downtown Area Redevelopment Plan Update

4.3. Franklin Avenue Sidewalk Improvement and Light Installation Construction Update

4.4. 2021 Infrastructure and Enhancement Actions Review and Prioritization

4.5. 2022 Infrastructure and Enhancement Priorities

4.6. Roundtable

Adjournment

Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conference and teleconference, in Fort McMurray, Alberta, on Wednesday, June 2, 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 Representative
 Cheryl Golosky, Indigenous Representative
 Jean-Marc Guillamot, Business Community
 Todd Hillier, Safety and Security Sector
 Mike Allen, Councillor
 Verna Murphy, Councillor

Absent:

Sheri Pidhirney, Business Community
 Melanie Walsh, Community Development Sector
 Renee Moulard, Public-At-Large
 Henry Hunter, Education Sector

Administration:

Matthew Hough, Deputy Chief Administrative Officer
 Jade Brown, Chief Legislative Officer
 Kelly Hansen, Director, Strategic Planning and Program Management
 Matthew Harrison, Director, Communications and Engagement
 Dennis Warr, Director, Engineering
 Nina Caines, Senior Manager, Parks, Roads and Rural Operations
 Amanda Haitas, Senior Manager, Planning and Development
 Monica Lance, Manager, Special Projects
 Darlene Soucy, Clerk, Legislative Services

1. Call to Order

Chair Roy Williams called the meeting to order at 5:04 p.m.

2. Adoption of Agenda

MOTION:

THAT that the Agenda be amended by adding Item No. 5.5 - Request for Leave of Absence;

THAT the Committee waive any requirement to serve notice relative to the proposed addition; and

THAT the agenda be adopted as amended.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Todd Hillier, Safety and Security Sector
SECONDER:	Cheryl Golosky, Indigenous Representative
FOR:	Golosky, Williams, Hillier, Erskine, Guillamot, English, Evancio
ABSENT:	Pidhirney, Walsh, Moulard, Hunter

3. Minutes of Previous Meetings

3.1. **Wood Buffalo Downtown Revitalization Advisory Committee - Meeting - May 5, 2021**

MOTION:

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on May 5, 2021 be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Carolyn Evancio, Seniors Resource Committee
SECONDER:	Owen Erskine, Recreation, Culture and Heritage Representative
FOR:	Golosky, Williams, Hillier, Erskine, Guillamot, English, Evancio
ABSENT:	Pidhirney, Walsh, Moulard, Hunter

Conflict of Interest and Vacating of Chair

Chair Roy Williams declared a conflict of interest with respect to item 4.1 due to an employment relationship, and exited the meeting at 5:08 p.m., at which time Vice Chair Jean-Marc Guillamot assumed the Chair.

4. Presentations

4.1. David Symes and Gordon Lau, Stantec, re: Downtown Area Redevelopment Plan Update

David Symes and Gordon Lau, Stantec, presented an update on the Downtown Area Redevelopment Plan noting that this is a revitalization plan, which is intended to provide smaller, incremental actions to position the downtown area for growth and future opportunities.

Recess

A recess occurred from 5:38 p.m. to 5:39 p.m. due to technical difficulties.

Return and Resuming the Chair

Chair Roy Williams returned to the meeting and resumed the Chair at 5:42 p.m.

4.2. Josh Bernsen, Lees and Associates, Gregg Kahan Urban Systems, and James Roche, DTAH, re: Waterfront Park Project Update

Josh Bernsen and Lee Giddens, Urban Systems, and Yvonne Battista; DTAH; presented an overview of the Waterfront Park Revitalization Project and the proposed design concept for Priority Area 1.

Disconnect and Reconnect

Councillor M. Allen disconnected from the meeting at 6:11 p.m. and reconnected at 6:16 p.m.

4.3. Caitlin Downie, Community and Protective Services, re: Franklin and Main Park Public Art Update

Caitlin Downie, Manager, Culture and Social Development, presented an overview of the proposed public art for the Franklin and Main Park, which includes a community mural, enhanced chain link fencing, and a bench program, which would have a bench installed in the Park and a sister bench installed in a rural community.

5. New and Unfinished Business

5.1. Fort McMurray Wood Buffalo Economic Development and Tourism 5-Year Strategic Plan Request for Engagement

Lisa Sweet, Director, Business and Investment Attraction, Fort McMurray Wood Buffalo Economic Development and Tourism (FMWBEDT), provided an overview of FMWBEDT's plan to create a focus group to help develop their five-year strategic plan and invited up to four Committee Members to participate.

MOTION:

THAT Committee Members Owen Erskine, Jean-Marc Guillamot, Todd Hillier, and Roy Williams participate on behalf of the Committee in the Fort McMurray Wood Buffalo Economic Development and Tourism's five-year strategic plan focus group.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brianne English, Oil and Gas Industry
SECONDER:	Cheryl Golosky, Indigenous Representative
FOR:	Golosky, Williams, Hillier, Erskine, Guillamot, English, Evancio
ABSENT:	Pidhirney, Walsh, Moulard, Hunter

5.2. Letter of Support - Franklin and Main Park Naming**MOTION:**

THAT Chair Roy Williams be authorized to send a letter to the Regional Municipality of Wood Buffalo Council in support of the Community Identification Committee recommendation that the Franklin and Main park be named "Kiyām Community Park".

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Cheryl Golosky, Indigenous Representative
SECONDER:	Brianne English, Oil and Gas Industry
FOR:	Golosky, Williams, Hillier, Erskine, Guillamot, English, Evancio
ABSENT:	Pidhirney, Walsh, Moulard, Hunter

5.3. Working Group Updates

Councillor Mike Allen provided an update from the Neighbourhood Safety and Pedestrian Friendly Working Group, noting that they are currently focusing on proper lighting and safety elements in key areas of the downtown, and that the RCMP recently released their 2021 Policing priorities, which includes initiatives and plans for the downtown core.

Owen Erskine, Committee Member, noted that the Beautification and Placemaking Working Group is scheduled to meet in the upcoming weeks.

The Working Groups committed to rating their list of actions and priorities for a future meeting.

5.4. Summer Meeting Schedule

The Committee Members reviewed their meeting schedule and agreed to cancel their July and August meetings, noting that a special meeting could be called if there were any emergent matters during that time.

Exit

Councillor Mike Allen exited the meeting at 6:56 p.m.

MOTION:

THAT regular Wood Buffalo Downtown Revitalization Committee meeting for the month of July be cancelled.

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

MOTION:

THAT regular Wood Buffalo Downtown Revitalization Committee meeting for the month of August be cancelled.

RESULT:	CARRIED [5 TO 2]
MOVER:	Brianne English, Oil and Gas Industry
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	Golosky, Williams, Hillier, Erskine, English
AGAINST:	Guillamot, Evancio
ABSENT:	Pidhirney, Walsh, Mouland, Hunter

5.5. Request for Leave of Absence

Sheri Pidhirney, Committee Member, requested a leave of absence until the end of August 2021, which the Committee agreed to grant.

MOTION:

THAT Sheri Pidhirney be excused from Committee Meetings from June 2, 2021 to August 31, 2021 inclusive.

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

Adjournment

The meeting adjourned at 7:04 p.m.

Chair

September 1, 2021 | Presented by: Lisa Sweet

FMWBEDT Presentation

Presented to Wood Buffalo Downtown
Revitalization Advisory Committee

01

Inaugural Five-Year Economic Development & Tourism Strategy

- 1 Project Management
- 2 Regional Economic & Environmental Scan
- 3 Stakeholder Engagement
- 4 Strategic Plan Development



COMMERCIAL & RETAIL ATTRACTION STRATEGY

- Gap Analysis
- Economic Leakage
- Targeted Attraction Strategy

Who Fort McMurray Wood Buffalo Community

What Commercial Attraction Survey

When September 1st – 30th

Why Understand local spending
Determine community desires

Where Choosewoodbuffalo.ca

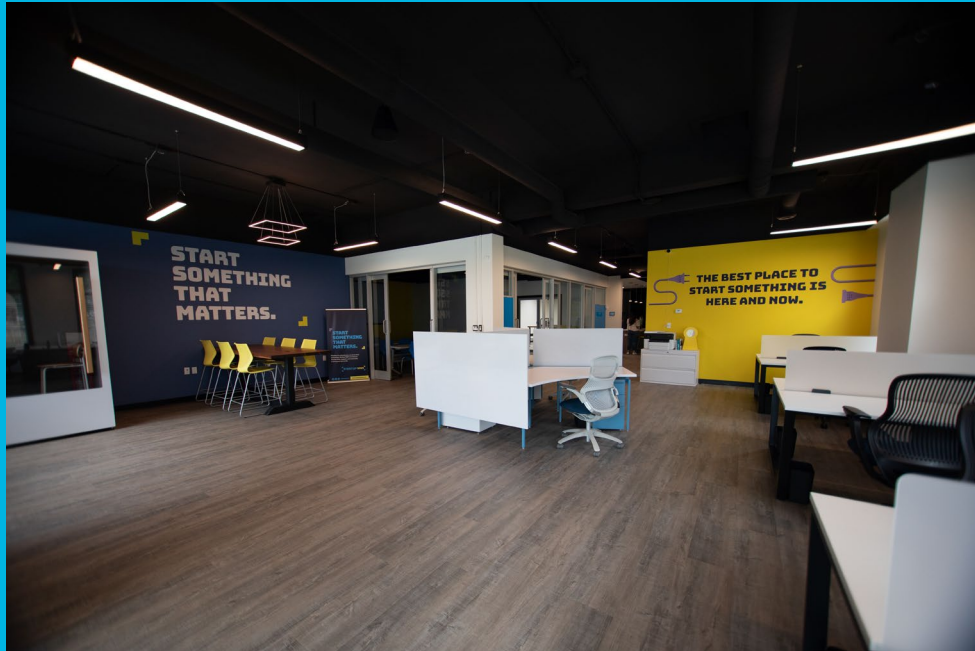
03

STARTUP YMM



4.a

Attachment: Fort McMurray Wood Buffalo Economic

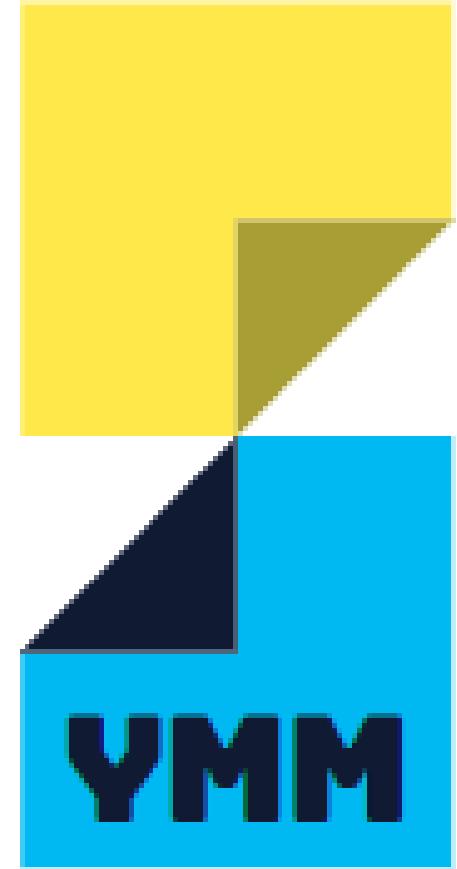


- September 14th Launch
- Tour
- Membership Opportunities
- Fully Operational October 2021
- Startupymm.ca

Microbusiness Pilot Project



4.a



Attachment: Fort McMurray Wood Buffalo Economic

Questions?

FORT McMURRAY
WOOD BUFFALO

ECONOMIC
DEVELOPMENT
& TOURISM

Downtown Revitalization Advisory Committee

Downtown ARP Action Plan

September 1, 2021



city
**ECONOMICS +
DESIGN**



Revitalization

- Incremental
- Improvements
- Recognize existing challenges
- Focus on existing and retainment

ARP COMPONENTS

- Community Engagement
- Priorities
- Existing Conditions
- Previous Efforts
- Future opportunities



PLACEMAKING



MOVEMENT



OPEN SPACE



ARTS AND
CULTURE



LAND USE &
GROWTH



ARP APPROACH

- Policies
- Action Plan: Incentives Projects, Improvements & Agreements
- Opportunities of individual areas

INCENTIVES, PROJECTS, IMPROVEMENTS AND AGREEMENTS

INCENTIVES	PROJECTS	IMPROVEMENTS	AGREEMENTS
DRIP	Temporary Use/Pilot Project	Waterfront Master Plan	Private Lands
Downtown Beautification Fund	Downtown Branding	Downtown Street Furniture Selection	Parking Lots
Home Business Incentives	Maintenance Policy Review/Update	Empty Lot Landscape	
Infill and Brownfield Incentives	Planning & Ec Dev Framework	Intersection Improvements	
	Temp/Pilot/Food Truck Site requirements	Public Art Install	

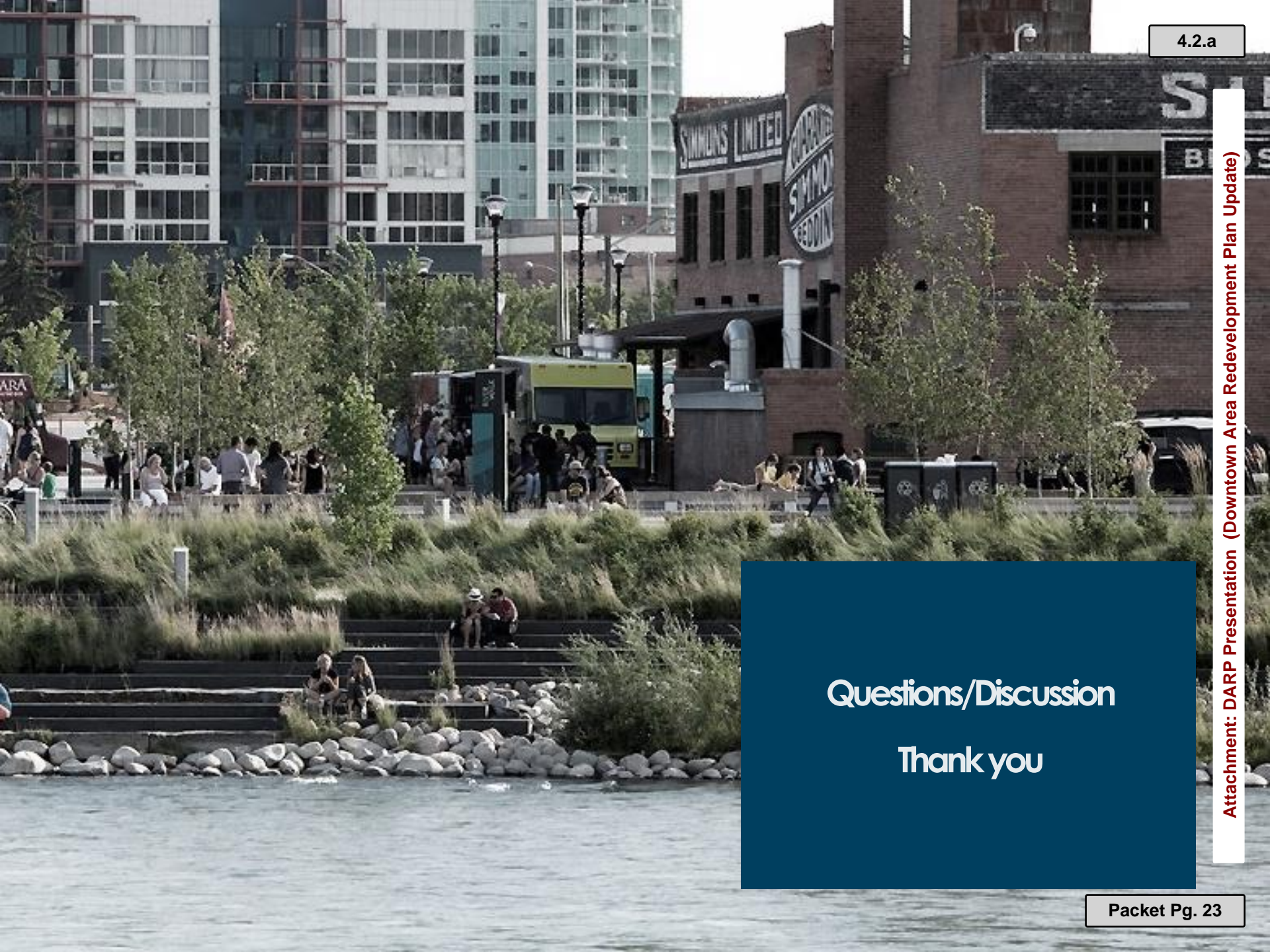
NEXT STEPS (SHORT TERM)

	1. Municipal Temp/Seasonal Business Case
	2. Temporary Use/Pilot Project Overview
	3. Temporary/Seasonal Land Use Bylaw/Policy
	4. Temporary Use Incentives (owner/applicant)
● ●	5. Downtown Branding
● ●	6. Focus District Branding/Focus Area Overlay
● ●	7. Indigenous Culture Branding
● ● ● ●	8. Design Guidelines
● ● ●	9. Downtown Beautification Fund
● ●	10. Downtown Public Art Guidelines
●	11. Site/Parcel Bylaw Enforcement Review
●	12. Private land Agreement
	13. Fort McMurray Retail Development Strategy Update
	14. Integrated Urban Planning & Economic Development Framework
● ● ●	15. Public Works Maintenance Policy Review/Update
● ● ●	16. Empty Lot Landscape
● ●	17. Hardin Street Gateway

Attachment: DARP Presentation (Downtown Area Redevelopment Plan Update)

TOP COMMITTEE PRIORITIES

● BEAUTIFICATION
 ● PLACEMAKING
 ● NEIGHBOURHOOD SAFETY
 ● PEDESTRIAN FRIENDLINESS



Questions/Discussion

Thank you