

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, October 7, 2020, commencing at 5:00 PM.

Present:

Brianne English, Oil and Gas Industry
Carolyn Evancio, Seniors Resource Committee
Jean-Marc Guillamot, Business Community
Cheryl Golosky, Indigenous Representative
Sheri Pidhirney, Business Community
Melanie Walsh, Community Development
Renee Moulard, Public-at-Large
Roy Williams, Land Development Industry
Todd Hillier, Safety and Security Sector
Owen Erskine, Recreation, Culture and Heritage
Henry Hunter, Education

Absent:

Verna Murphy, Councillor
Jeff Peddle, Councillor

Administration:

Jade Brown, Chief Legislative Officer
Chris Booth, 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 5:07 p.m.

Entrance

Todd Hillier joined the meeting at 5:09 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Melanie Walsh, Community Development
SECONDER:	Sheri Pidhirney, Business Community
FOR:	English, Evancio, Guillamot, Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter

3. Minutes of Previous Meetings

3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - September 2, 2020

MOTION:

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on September 2, 2020 be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Renee Mouland, Public-at-Large
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	English, Evancio, Guillamot, Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter

4. Presentation

4.1. Annalee Adair, Adair and Associates, re: Public Art Plan

Annalee Adair, Adair and Associates, provided an overview of the proposed Public Art Plan, noting that public engagement has closed, and analysis has begun on the feedback received through the on-line survey and individual interviews with various stakeholders in the region, and that the draft would be brought to Council in November.

5. New and Unfinished Business

5.1. Committee Member Term Review and Committee Recruitment

Darlene Soucy, Legislative Officer, provided an overview of the current Wood Buffalo Downtown Revitalization Committee Members' terms, noting that the annual recruitment campaign for Council-appointed Boards and Committees is underway and noted that the deadline to apply is 4:30 p.m. on October 23, 2020.

5.2. 2021 Priority Actions and Recommendations

The Committee Members reviewed the priorities of beautification, placemaking, neighbourhood safety and being pedestrian friendly, and proposed early actions, with a focus on early action initiatives that could be completed within 12 months, as well as the development of medium and long-term plans for the next three to five years.

MOTION:

THAT the Wood Buffalo Downtown Revitalization Advisory Committee bring forward a recommendation to Council that the 2021 Committee priorities and actions be undertaken in 2021 as part of the Downtown Revitalization Capital Budget project.

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

5.3. Partnership Funding Source Discussion for Projects

The Committee discussed avenues for businesses and not-for-profits to develop community partnerships for funding to take advantage of the downtown revitalization incentive program grants and agreed that they would bring back ideas to the next meeting.

5.4. Franklin and Main Park Project Status Update and Engagement Update

Bipul Bhowmik, Transportation Engineer, Engineering, provided an update on the current progress of the Franklin and Main Park project, noting that the contract has been awarded with planned completion of the park for the summer of 2021.

Matthew Harrison, Acting Director, Communications and Stakeholder Relations, provided an overview of the recent public engagement for the Franklin and Main Park project, noting that the general themes heard were related to having landscaping, activities, food services, gathering spaces, seating and pedestrian pathways, with a focus on safety measures such as lighting, open spaces and access to nearby parking.

5.5. Other Downtown Revitalization Project Updates

James Semple, Supervisor, Roads, Public Works, provided an update on the Franklin Lighting Project, noting that the work is continuing on Franklin Avenue to replace the current light standards with black, heritage style lights, which will have outlets for holiday lights, as well as flower basket and banner arms.

Exit

Renee Mouland exited the meeting at 7:00 p.m.

5.6. Working Groups Discussion

Darlene Soucy, Legislative Officer, provided an overview of working groups and how they can be used to facilitate information gathering and discussions around various tasks and initiatives. Monica Lance, Manager, Special Projects, noted that the Committees working groups should be focused on moving their priorities forward in 2021.

With consensus of the Committee, it was agreed that Committee Members would consider two working groups aligned around Neighbourhood Safety and Pedestrian Friendly as one working group and the other being Beautification and Placemaking, and that Members would bring back goal setting, reporting timelines, and their preferred group to join to the next meeting.

Action Items:

- Administration committed to providing the Public Art Plan to the Committee when it goes to Council and to invite Annalee Adair to a future meeting.
- Administration will provide an update on the Downtown Revitalization Incentive Program at the next meeting.
- Members will bring back ideas for potential community partnerships for funding that may allow some businesses and not-for-profits to take advantage of the Downtown Revitalization Incentive Program grants.
- Administration will continue to provide updates on the progress of the Franklin and Main Park Project.
- Members will provide input into the formation of two working groups: 1. Neighbourhood Safety and Pedestrian Friendly; 2. Beautification and Placemaking; including goal setting, reporting timelines and their preferred group for the next meeting.
- Administration will provide an update on the Committee's annual reporting to Council at the next meeting.

Adjournment

The meeting adjourned at 7:23 p.m.

Chair