

Minutes of a Meeting of the Communities in Bloom Committee held via Electronic Communications. on Thursday, October 22, 2020, commencing at 6:00 PM.

Present:

Helen Meyer, Vice Chair
Ayesha Tariq
Adeline Azangue
Destiny Jefferies
Sheila Lalonde, Councillor

Absent:

Johnny Dulku, Chair

Administration:

Terra Brenneis, Manager, Public Works
Sonia Soutter, Manager, Legislative Services
Seville Kwan, Department Administrator, Public Works
Caitlin Sheaves, Clerk, Legislative Services

1. Workshop (5:00 p.m.)

1.1. Communications Strategy

Name	Reason for Attending
Helen Meyer	Communities in Bloom Committee Vice Chair
Destiny Jefferies	Communities in Bloom Committee Member
Councillor Lalonde	Communities in Bloom Committee Member
Seville Kwan	Department Administrator
Shoaib Syed	Communications Strategist

Next Steps:

Communications will continue to work on the new Communities in Bloom logo design.

The Committee will provide a list of options for the 2021 Flower and the Year poll to Communications and Stakeholder Relations by the end of December 2020.

2. Call to Order (in Public at 6:00 p.m.)

Vice Chair Helen Meyer Called the meeting to order at 6:01 p.m.

3. **Adoption of Agenda**

MOTION:

THAT the agenda be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Ayesha Tariq
SECONDER:	Destiny Jefferies
FOR:	Tariq, Jefferies, Meyer
ABSENT:	Azangue, Dulku

4. **Minutes of Previous Meetings**

4.1. **Communities in Bloom Committee Meeting - September 24, 2020**

THAT the minutes of the Communities in Bloom Committee Meeting held on September 24, 2020 be approved as presented.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Ayesha Tariq
SECONDER:	Destiny Jefferies
FOR:	Tariq, Jefferies, Meyer
ABSENT:	Azangue, Dulku

5. **New and Unfinished Business**

5.1. **Tulip Planting Update**

Entrance:

Adeline Azangue joined the meeting at 6:05 p.m.

Vice Chair, Helen Meyer, indicated that Committee Members met on Sunday, October 18, 2020 at the Borealis Park and planted 300 tulip bulbs in flower beds near the Haxton Center and that the Parks Department will maintain the flower beds going forward.

5.2. **Outstanding Achievement Award**

Seville Kwan, Department Administrator, announced that the Regional Municipality of Wood Buffalo's submission to the Communities in Bloom National Outstanding Achievement Awards WinterLife Category is the recipient of Municipal World Magazine's WinterLife Award, and the submission will be featured in the December edition of Municipal World Magazine.

5.3. Boards and Committees Recruitment

Seville Kwan, Department Administrator advised that the Annual Recruitment for Council Appointed Boards and Committees is underway and provided a reminder that those with appointments expiring this year will need to re-apply. It was indicated that the deadline to apply has been extended to 4:30 p.m. on Friday, October 30, 2020.

5.4. Winter Nominate Your Neighbour Program

Vice Chair, Helen Meyer, advised that in partnership with Communications and Stakeholder Relations the Committee will begin promoting the Winter Nominate your Neighbour program on social media.

Seville Kwan, Department Administrator advised that program supplies should be received prior to the program start date and will be allocated among those Committee Members who are available for distribution to nominees.

Entrance:

Councillor Lalonde joined the meeting at 6:16 p.m.

5.5. 2021 Flower of the Year

Helen Meyer, Vice Chair, advised that Communications and Stakeholder Relations will move forward with the 2021 Flower of the Year Poll on Social Media in January allowing Flower of the Year materials to be ready for Community Distribution in early Spring.

The Committee discussed various options for the Flower of the Year and agreed to have it narrowed down to four options by the next Committee meeting on November 26, 2020.

5.6. Communications Plan

Destiny Jefferies, Committee Member, indicated that a draft of the potential new logo was sent out prior to this evenings Communications Workshop, and noted that Communications and Stakeholder Relations is working on a more elegant and modern design that is easily recognizable.

Seville Kwan, Department Administrator, advised that further discussions were had around promoting Communities in Bloom on Social Media and the RMWB website, as well as promotions for the Winter Nominate your Neighbour Program.

Adjournment

The meeting adjourned at 6:36 p.m.

Chair