

**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, November 4, 2020, commencing at 5:00 PM.**

**Present:**

Brianne English, Oil and Gas Industry  
Carolyn Evancio, Seniors Resource Committee  
Jean-Marc Guillamot, Business Community  
Melanie Walsh, Community Development  
Renee Mouland, Public-at-Large  
Roy Williams, Land Development Industry  
Todd Hillier, Safety and Security Sector  
Owen Erskine, Recreation, Culture and Heritage  
Verna Murphy, Councillor

**Absent:**

Cheryl Golosky, Indigenous Representative  
Sheri Pidhirney, Business Community  
Henry Hunter, Education  
Mike Allen, Councillor

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
Jade Brown, Chief Legislative Officer  
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 5:07 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Renee Moulard, Public-at-Large
<b>SECONDER:</b>	Jean-Marc Guillamot, Business Community
<b>FOR:</b>	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
<b>ABSENT:</b>	Golosky, Pidhirney, Hunter

### 3. Minutes of Previous Meetings

#### 3.1. **Wood Buffalo Downtown Revitalization Advisory Committee Meeting - October 7, 2020**

##### **MOTION:**

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on October 7, 2020 be approved as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Todd Hillier, Safety and Security Sector
<b>SECONDER:</b>	Carolyn Evancio, Seniors Resource Committee
<b>FOR:</b>	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
<b>ABSENT:</b>	Golosky, Pidhirney, Hunter

### 4. Presentations

#### 4.1. **Christopher Booth, Planning and Development re: Proposed Land Use Bylaw**

Christopher Booth, Manager, Community Development Planning, and Isela Contreras-Dogbe, Supervisor, Development Control and Permitting, Planning and Development, provided an overview of the proposed Land Use Bylaw (LUB), which guides what can be built and how land is used in the Municipality. It was noted that the LUB regulates the use and locations of commercial, industrial and residential areas within the region, the design and location of a building on a property, parking, home-based businesses, and secondary suites. It was further noted that the Downtown Area Redevelopment Plan, when adopted, would guide development within the downtown area.

**4.2. Andrea Haley, Wood Buffalo Economic Development Corporation re: Place Brand**

Andrea Haley, Director, Brand and Corporate Services, Wood Buffalo Economic Development Corporation, provided a presentation on place brand marketing for the Regional Municipality of Wood Buffalo and indicated that the marketing plan would be rolled out to the public in November 2020.

**5. New and Unfinished Business**

**5.1. Recommendations for Committee Appointments**

Chair Roy Williams indicated that the Committee may choose to write a letter to Council recommending the reappointment for another term of the Committee Members whose terms expire on December 31, 2020.

**MOTION:**

THAT Chair Roy Williams be authorized to send a letter to the Regional Municipality of Wood Buffalo Council recommending the reappointment of Brianne English, Carolyn Evancio and Jean-Marc Guillamot to the Wood Buffalo Downtown Revitalization Advisory Committee.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Owen Erskine, Recreation, Culture and Heritage
<b>SECONDER:</b>	Todd Hillier, Safety and Security Sector
<b>FOR:</b>	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
<b>ABSENT:</b>	Golosky, Pidhirney, Hunter

**5.2. Date of Next Meeting**

Monica Lance, Manager, Special Projects, noted that the Committee should consider having a special meeting on Thursday, November 26, 2020 to review the Franklin and Main Park project concept plans which are at the 30% completion stage, and to cancel the December 2, 2020 meeting to accommodate Council’s Budget Meetings, which are scheduled for December 1 to 4, 2020.

**MOTION:**

THAT a Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting be scheduled to take place commencing at 5:00 p.m. on Thursday, November 26, 2020; and

THAT the Wood Buffalo Downtown Revitalization Advisory Committee Meeting scheduled for December 2, 2020 be cancelled.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Brianne English, Oil and Gas Industry
<b>SECONDER:</b>	Melanie Walsh, Community Development
<b>FOR:</b>	English, Evancio, Guillamot, Walsh, Mouland, Williams, Hillier, Erskine
<b>ABSENT:</b>	Golosky, Pidhirney, Hunter

### 5.3. Franklin and Main Park Project Update

Monica Lance, Manager, Special Projects, noted that the recent public engagements for the Franklin and Main Park project received excellent feedback and suggested the Committee Members could identify and engage with any stakeholders in the region to provide feedback on the Park. It was noted that there will be a presentation to the Public Art Committee at their November 5, 2020 meeting regarding the project and that Vice-Chair Jean-Marc Guillamot would be attending.

Melanie Walsh, Committee Member, indicated that both her and Monica Lance are having meetings with the McMurray Métis Local 1935 to solicit their feedback on the Park project.

#### Exit and Return

Jean-Marc Guillamot exited the meeting at 6:17 p.m. and returned at 6:19 p.m.

### 5.4. Annual Report to Council

Chair Roy Williams provided an overview of the draft Annual Report presentation to Council, which provides information on the Committee's priorities, 2020 progress highlights and the 2021 recommendations to Council. With consensus of the Committee, the Annual Report will be presented by Chair Roy Williams and Vice-Chair Jean-Marc Guillamot at the November 10, 2020 Council meeting.

### 5.5. Partnership Funding Source Discussion for Projects

Chair Roy Williams reminded the Committee to continue to research community funding partnerships that businesses and not-for-profits could develop to take advantage of the Downtown Revitalization Incentive Grant Program and to bring the ideas back to a future meeting.

#### Exits and Return

Jean-Marc Guillamot exited the meeting at 6:55 p.m. and returned at 6:57 p.m.

Renee Mouland exited the meeting at 6:56 p.m.

### 5.6. Formation of Working Groups

Monica Lance, Manager, Special Projects, provided an overview of the working groups that the Committee Members had considered at the last meeting and provided an opportunity for the Members to review and consider their preferred group.

**MOTION:**

THAT the Wood Buffalo Downtown Revitalization Advisory Committee form the following working groups:

Beautification and Placemaking Working Group, with the following Committee Members assigned: Brianne English, Owen Erskine, Cheryl Golosky, Sheri Pidhirney, Melanie Walsh, Roy Williams and Councillor Mike Allen, whose terms shall be from November 4, 2020 to October 18, 2021 and who will report back to the Committee at least quarterly; and

Neighbourhood Safety and Pedestrian Friendly Working Group, with the following Committee Members assigned: Carolyn Evancio, Jean-Marc Guillamot, Todd Hillier, Henry Hunter, Renee Moulard and Councillor Verna Murphy, whose terms shall be from November 4, 2020 to October 18, 2021 and who will report back to the Committee at least quarterly.

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

### 5.7. Downtown Revitalization Incentive Program Feedback

Amanda Haitas, Senior Manager, Planning and Development, reported that to date, the Downtown Revitalization Incentives Program has awarded 11 grants to downtown business and commercial property owners totaling over \$500,000, which translates into over \$1 million invested in revitalizing the downtown as this is a matching grant program. It was noted that the deadline for applying is December 31, 2020 and that applicants can request an extension up to August 31, 2021 for construction completion. It was indicated that Planning and Development intends to do a survey on the pilot program and continue to update this program as well as introduce other grant programs in 2021.

## **Adjournment**

The meeting adjourned at 7:18 p.m.

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Chair