

**Minutes of a Meeting of the Communities in Bloom Committee held via Electronic Communications in Fort McMurray, Alberta, on Thursday, March 25, 2021, commencing at 6:00 PM.**

**Present:**

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

**Absent:**

Johnny Dulku, Public at Large

**Administration:**

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

**1. Call to Order**

Helen Meyer, Chair, called the meeting to order at 6:04 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Ayesha Malik, Public at Large
<b>SECONDER:</b>	Destiny Jefferies, Public at Large
<b>FOR:</b>	Jefferies, Meyer, A. Malik, Q. Malik, Ganace, McMillan
<b>ABSENT:</b>	Dulku

### **3. Minutes of Previous Meetings**

#### **3.1. Communities in Bloom Committee Meeting - February 25, 2021**

##### **MOTION:**

THAT the minutes of the Communities in Bloom Committee Meeting held on February 25, 2021 be accepted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Nicole McMillan, Public at Large
<b>SECONDER:</b>	Qasim Malik, Vice Chair
<b>FOR:</b>	Jefferies, Meyer, A. Malik, Q. Malik, Ganace, McMillan
<b>ABSENT:</b>	Dulku

### **4. New and Unfinished Business**

#### **4.1. Hope is Growing - National Communities in Bloom Campaign**

Helen Meyer, Chair, provided feedback on the Webinar held for the Hope Is Growing campaign, stating its purpose is to gain community involvement by planting yellow flower gardens. It was noted that once planted, communities can register their gardens online.

With consensus, the Communities in Bloom Committee supports Administration investigating participation in the Hope is Growing - National Communities in Bloom Campaign program being held May 1 to August 31, 2021, as well as facilitating promotion on Social Media beginning May 2021.

#### **4.2. igNIGHT Artist Call - Request for Presentation**

Seville Kwan, Department Administrator, noted the request from the Community Services Department, seeking participation from the Communities in Bloom Committee to virtually present information on the Flower of The Year at their upcoming igNIGHT artist information session, held on April 8, 2021 at 6:30 pm. The 2021 igNIGHT theme is "International Year of Fruits and Vegetables".

##### **MOTION:**

THAT, Helen Meyer, Chair, present the flower of the year information at the igNIGHT information evening on April 8, 2021 as a virtual presentation.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Helen Meyer, Chair
<b>SECONDER:</b>	Victoria Ganace, Public at Large
<b>FOR:</b>	Jefferies, Meyer, A. Malik, Q. Malik, Ganace, McMillan
<b>ABSENT:</b>	Dulku

#### 4.3. End of Year Report - Council Presentation

Chair, Helen Meyer, presented the draft annual report for the Communities in Bloom Committee.

#### MOTION:

THAT the Communities in Bloom Committee accept the End of Year Report as submitted and

THAT the End of year Report be forwarded to Administration to be included in Councils electronic information package.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Qasim Malik, Vice Chair
<b>SECONDER:</b>	Victoria Ganace, Public at Large
<b>FOR:</b>	Jefferies, Meyer, A. Malik, Q. Malik, Ganace, McMillan
<b>ABSENT:</b>	Dulku

### 5. Programs and Events

#### 5.1. Flower of The Year - Seed Distribution Update

Destiny Jefferies, Committee Member, provided an update on the discounted table offered by the YMM Urban Farmer's Market, to distribute seed packets. The Committee agreed April would be the best time to participate in the Market and this would also serve as a good opportunity to pass out more information about the Committee.

With consensus, the Communities in Bloom Committee supports Administration acquiring a table at the Urban Market on April 25, 2021.

Helen Meyer, Chair, noted that the Communities in Bloom logo was submitted to the Fort McMurray gardening page which gained attention from the public. It was also noted that the Timberlea Public School Council is interested in getting more information on seeds as the school is interested in planting in the community boxes around their school.

Seville Kwan, Department Administrator, shared the draft of the “Flower of the Year” seed packet, different ideas to enhance the seed packet were discussed among members.

### **5.2. Communities in Bloom Garden Planting**

Seville Kwan, Department Administrator, confirmed this year's Summer Garden will be planted at Borealis Park, the date will be weather dependent. It was also indicated that the deadline to incorporate yellow flowers for the garden was missed and suggested that the Committee explore other options to incorporate yellow in to the garden.

### **5.3. Nominate Your Neighbour**

Seville Kwan, Department Administrator, indicated that the Nominate Your Neighbour Summer edition program for this year will run from June 15 - August 15, 2021. The Committee discussed working with the Communications Department to explore different opportunities and activities to promote the Nominate your Neighbour Summer edition program on Social Media. Chair, Helen Meyer, suggested reaching out to a local radio station that runs a Community segment "McMurray Matters" to promote the program and new logo.

#### Action Item:

Chair, Helen Meyer, to reach out to the radio station for rates to participate in McMurray Matters.

### **Adjournment**

The meeting adjourned at 7:04 p.m.

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Chair