



Communities in Bloom Committee

Conducted Electronically Via MS Teams

Thursday, April 22, 2021
6:00 PM

Agenda

Public Participation for April 22, 2021 Communities in Bloom Committee Meeting

The Communities in Bloom (Committee) will be conducting the April 22, 2021 Communities in Bloom Committee 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 April 22, 2021 Communities in Bloom Committee Meeting Agenda must pre-register by 12 noon, April 22, 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:
 - Please complete the online form found at 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 Committee 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. Communities in Bloom Committee Meeting - Mar 25, 2021

4. **New and Unfinished Business**

4.1. Downtown Revitalization Incentives Program - DRIP (Planning and Development)

4.2. Timberlea Public School Garden

4.3. igNIGHT Presentation Updates

4.4. Community Clean Up Campaign

4.5. Nominate Your Neighbour

4.6. Flower of The Year Seed Distribution Updates

Adjournment

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.

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

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

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

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

Chair

Downtown Revitalization Incentives Program

Presenter: Isela Contreras-Dogbe, Supervisor

Department: Planning and Development Department

Meeting Date: April 22, 2021



Outline

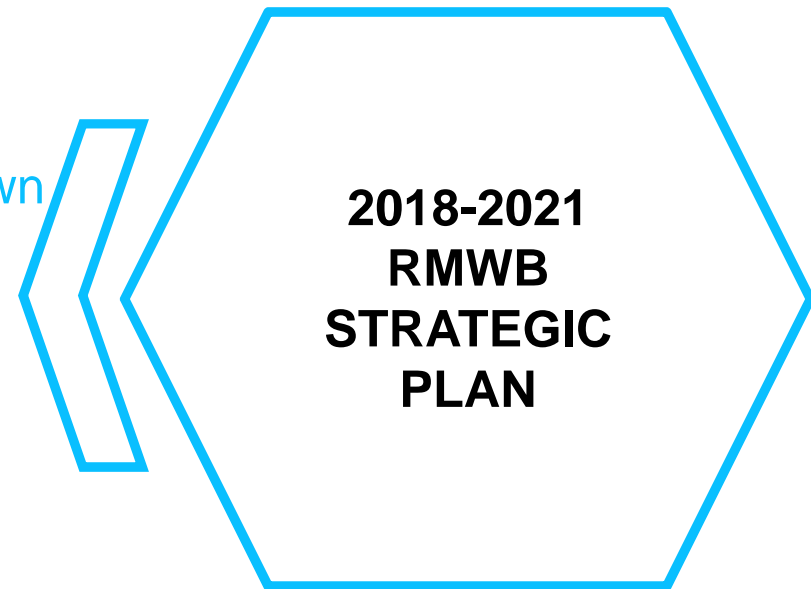
- Share an update on Phase 1 (June to December 2020)
- Share changes to Beautification Grant for Phase 2 (April 2021 to March 2022)
- Discuss opportunities to collaborate with Communities in Bloom

Phase 1 – Update

Strategy & Initiative #2a –
Encourage Development in the Downtown

Strategy & Initiative #2c –
Incentives to Update Store Fronts

Strategy & Initiative #3b –
Business Attraction and Incentives



Phase 1 – Update

Program length

- June 29 – December 31, 2020

Interest

- 200+ inquiries
- 100 pre-application meetings

Applications

- 100 received
- 79 approved



Phase 1 – Update

Approved applications

Grant	Approved (#)	Total Grants (\$)	Total Investment (\$)	Rate of Return
Façade	25	\$1,553,154	\$4,024,838	1 : 2.6
Interior	41	\$1,572,091	\$5,038,279	1 : 3.2
Patio	4	\$33,628	\$89,831	1 : 2.6
Beautification	9	\$34,733	\$187,926	1 : 5.4
Murals	1	\$3,412	\$6,825	1 : 2.9
TOTAL	80	\$3,197,018	\$9,347,699	-

Phase 1 – Update

Funded beautification & murals projects

- Bicycle racks
- Waste and recycling bins
- String lighting
- Planters and plants
- Mural

Phase 1 – Update

Example 1



Phase 1 – Update

Example 2



Phase 2 – Objectives

1. To **retain existing businesses**, while encouraging new businesses in the Downtown.
2. To introduce new features & amenities that **create interest, improve accessibility, enhance safety, and increase vibrancy**, helping to transform the Downtown into **a place people want to spend time**.
3. To **enhance the aesthetic** qualities of private buildings and property to **improve the character and quality** of the Downtown
4. To leverage public funding to **catalyze private investment** in the Downtown.

Beautification Projects Grant

To encourage business owners to enhance their storefronts with displays, lighting, planters and other improvements.

Who is this geared to?

- commercial, institutional and mixed-use buildings
- operators with a ground-level storefront (i.e., entrance or windows)



Beautification Projects Grant

Phase 2 Changes:

- Refocus to ground-level storefronts
- \$1,500 per business
- One contractor estimate and/or project budget
- A more focused list of eligible work

Beautification Projects Grant

Eligible work includes:



Storefront window displays, including platforms, shelving and display units



Window graphics and other transparent decorations



Accent, winter and holiday lighting

Beautification Projects Grant

Eligible work includes:



Temporary displays and artwork in vacant storefronts



Planters, baskets, flowers and similar items



Sidewalk signage ("sandwich board" signs)

Next Steps

- On April 19, Phase 2 reopened for new applications
- Applications will be accepted until March 31, 2022
- Advertising and promotions

Collaboration with Communities in Bloom

Potential ideas:

- Nominate Your Neighbor
 - Creation of a Downtown category
 - Enroll DRIP recipients
- Spring/Summer 2021 DRIP virtual open houses and presentations
 - ClB members as guest speakers



Collaboration with Communities in Bloom

- Collaborate on Winter 2021 initiatives
 - For example, winter or holiday lighting campaign
- Other ideas?



Thank you!

Hello Timberlea School:

Wood Buffalo Communities in Bloom is excited you are planting a garden and have a Garden Market in your Kindergarten class!

We would like to donate some plants for your Garden Market. The plants are:

- 1 Pear tomato plant
- 2 Manitoba tomato plants
- 2 Zinnia flowers
- 2 Marigold flowers
- 2 Blue Aster flowers (2020 Flower of the year seeds included)



Communities in Bloom Canada is offering a **Hope is Growing** program. Encouraging everyone to grow a Hope Garden – A garden bursting with Yellow flowers.



If your school or families are interested in participating in a virtual Communities in Bloom garden project go to www.hopeisgrowing.ca to register.

#HopeisGrowing

On behalf of Wood Buffalo Communities in Bloom Committee, thank you for making your community more beautiful. Keep it growing!

Wood Buffalo Communities In Bloom Committee

Helen Meyer, Chair



Who is Wood Buffalo CIB?

Wood Buffalo Communities in Bloom is the local chapter of the National Communities in Bloom program. Communities in Bloom is a Canadian not-for-profit organization committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national competition, with a focus of enhancing green spaces in communities.

The Regional Municipality of Wood Buffalo joined the non-profit organization in 2000 and has successfully encouraged community involvement to beautify the region with flowers and gardens since that time.





Mission, Program & Achievements

To foster an increased sense of community pride and ownership by providing support and guidance, and through active involvement in the Communities in Bloom program.

Annual Programs and Events:

- Flower of the Year
- Community Garden Planting / Seed Buffet,
- Nominate Your Neighbour,
- National Judges Visit,
- Party in the Park - Volunteer Appreciation event,
- Nominate your Neighbour - Winter Light Display,
- Promotion at Spring and Winter Trade Shows

WB CIB Achievements:

- 2005 – won provincial level and moved to national level
- 2014 – winner of national level
- 2015 – winner of the class of champions level
- 2020 – RMWB received the WinterLife Award presented by Municipal World from Communities in Bloom



Community Garden Planting, Snye Park, June 1 2019

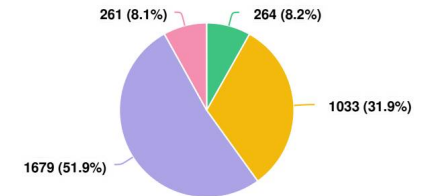
2021 Initiatives



#HopeisGrowing



Q1 | Vote for the 2021 Wood Buffalo Flower of the Year!



Question options

- Daisy – a dainty flowering plant with clusters of long and soft petals
- Cosmos – a bright and tall daisy like flower with a ring of broad colourful petals
- Nasturtiums – a cheerful edible flowering plant with bright petals and large leaves
- Sunflowers – an iconic sunny show flower that can produce over 1000 edible seeds in a single plant



2021 Flower of the Year

Jewel Mix Nasturtiums

PLANTING:

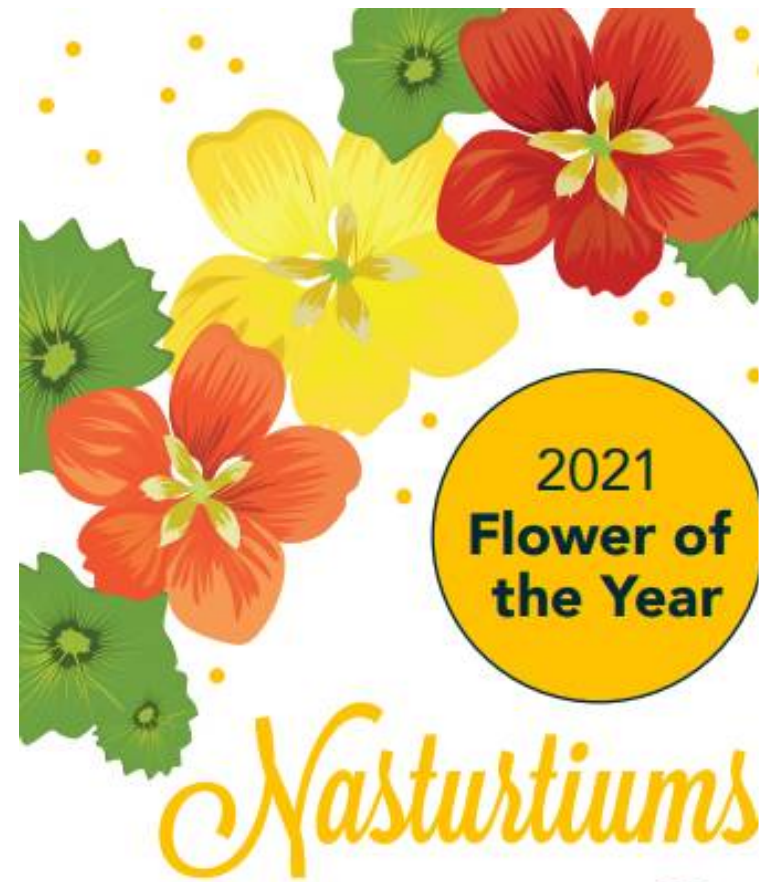
- Start seeds indoors 2-4 weeks before transplanting, or sow outdoors 1-2 weeks after last frost.
- Plant seeds 1-4 inch deep in well-drained regular soil.
- Transplant seedlings outdoors after last frost.
- Plant seedlings 6-12 inches apart.
- Select a sunny, or lightly shaded location.

CARE:

- Water plant regularly.

ABOUT:

- Variety includes a display of yellow, orange and red flowers.
- Suitable for gardens bed, hanging baskets and planters. Nasturtium flowers are edible with a light peppery taste.



rmwb.ca/CIB





Community Gardens

There are over 100 community garden plots located throughout the rural and urban communities of RMWB.

The local community gardens grow fruit, vegetables and flowers and are managed by community members, churches and schools.





Fort McMurray Flower Facts

- Hardiness Zone: 3A (-40°F to -35°F)
- Growing season: about 60 days
- Last spring frost occurs around June 15
- First fall frost occurs around August 26



Best Crop Selection:

- Shade/sun: Greens: Spinach, Arugula, lettuce
- Sun: Beets, peas, carrots, beans, squash
- Container gardens: Herbs, potatoes, tomatoes, strawberries.
- Additional growing days: watermelon, corn

Flowers:

- All annuals – only one year
- Perennials – use the 3A zone as a guide for plants to come back yearly.

Information gathered from The Old Farmers Almanac <https://www.almanac.com/gardening/planting-calendar/AB/Fort%20McMurray>



Questions?

- www.rmwb/cib
- www.communitiesinbloom.com

NASTURTIUM AND ARUGULA SALAD

- 2 C nasturtium leaves
- 2 C arugula leaves
- 12 nasturtium blossoms
- 4 Tbsp olive oil
- 1 small clove garlic, minced
- 2 Tbsp cider vinegar
- 1 tsp honey
- 1 Tbsp finely chopped chives
- Salt and pepper to taste

Combine nasturtium leaves, arugula and nasturtium blossoms. Whisk remaining ingredients together and lightly toss with the leaves and flowers.

<https://www.eyeofthedaygdc.com/2016/05/spring-garden-recipe-nasturtium-and-arugula-salad/>

