

Background

Starting in 2013 with the Identity Charter, the City canvassed Red Deerians, community partners and community leaders to find out why they love our community, what they tell other people about Red Deer, and why they choose to live here

The Downtown Identity Project follows along this theme to create a refreshed identity for Downtown Red Deer –one that resonates with Red Deerians, businesses, visitors and investors and inspires them to visit, shop, work, live and invest in its commercial core. This work was recommended in the Downtown Investment Attraction Plan (DIAP) and aligns with Council's current Economic and Social Development strategic priorities.

Purpose

Through the course of the work to be undertaken in 2021, consultants and staff will work with all stakeholders, business and community leaders to come together to produce a forward-thinking, future-shaping plan that envisions a new downtown place. Ultimately, the resulting plan will present a crystal-clear sense of what makes downtown Red Deer special and should be socialized and informed by public consultation and engagement.

Goal Statement

To develop a strategic downtown identity plan to align collective visioning and strategic planning initiatives identifying targeted actions for both The City and Community.

Reporting

The Committee will report to The Project Co-Leads.

Membership

The Committee will reflect a multi-disciplinary, diverse membership with a broad-based professional perspective with representation from targeted sector-representative stakeholders and the community at large.

Appointment of the membership will go through an expression of interest process with The City Administration Project team fulfilling appointments as required. Preference may be given to those who represent multiple facets of contribution.

The Committee shall consist of a minimum of 8 and a maximum of 12 appointed members and shall include:

- | downtown business owner,
- | community agency or member of the faith community representative,
- | downtown resident,
- | employee of the downtown,
- | student attending courses located in the downtown,
- | community member at large
- | member of The Downtown Business Association,
- | member of The Chamber of Commerce,
- | representative of the arts and culture sector in Red Deer, and
- | tourism sector representative
- | health care professional representative
- | public service representative

The greater downtown area includes Parkvale, Downtown North and South, Capstone (Riverlands), and Railyards. If you are unsure if you fall within the greater downtown area, please contact Bobby-Jo Stannard at 403-406-8820.

The Committee shall make its recommendations using the consensus model.

Chairperson

The Chairperson:

- (1) Will be chosen among the voting Members;
- (2) Will preside over and be responsible for the conduct of Committee meetings;
- (3) May limit any presentation or discussion if it is determined to be repetitious or in any manner inappropriate;
- (4) Will vote on matters submitted to the Committee unless otherwise disqualified; and
- (5) Will act as the sole spokesperson for the Committee unless this role is delegated to another Member.

A Vice-Chair will be chosen to act in the Chair's absence.

Committee Meetings

- (1) Meetings will be held via electronic means until further notice. Committee Members participating in a meeting held by means of a communication facility are deemed to be present at the meeting.
- (2) Meetings to be held bi-weekly or as required, with a start time of 5:00 p.m.

Attendance at Meetings

Any Member who is absent from three consecutive regular meetings of the Committee, automatically ceases to be a Member as of the date of the third meeting, unless such absence is authorized by resolution of the Committee.

Member roles and responsibilities

The Community Collaboration Committee will:

- Promote understanding and represent a range of perspectives
- Provide guidance, critiques and suggestions on the Key Prioritized Strategies recommended by consultants
- Identify potential issues or concerns and how these might be addressed
- Adhere to the core values as identified: accountability, authenticity, commitment active participation, give and take, respect for diversity, and respect for process
- Champion downtown Red Deer (build awareness and support)
- Commit to attend meetings
- Foster an environment for innovation in multi-sector collaboration
- Identify gaps, brainstorm solutions, and influence broader strategies/recommendations
- Recognize and build strategic alignment with downtown partners

Administrative Support Coordinator Roles and Responsibilities

Specific responsibilities include:

- Convene, plan, and coordinate meetings
- Participate in the meeting by sharing relevant information and research
- Prepare documents, meeting minutes and communicate with members
- Respond to requests for information as required

Conflict of Interest

- (I) Where a Member is of the opinion that they have a conflict of interest in respect of a matter before the Committee, the Member must absent themselves from consideration and voting on the matter, provided that prior to doing so, the Member:
 - (a) Declares that they have a conflict of interest; and
 - (b) Describes in general terms the nature of the conflict of interest.

- (3) The Administrative Support Coordinator shall cause a record to be made in the minutes of the Member's absence and the reason for it.
- (3) For the purposes of this provision, a Member has a conflict of interest in a respect of a matter before the Committee when they are of the opinion that:
 - (a) They have a personal interest in the matter which would conflict with their obligation as a Member to fairly consider the issue; or
 - (b) In the opinion of the Member, substantial doubt as to the ethical integrity of the Member would be raised in the minds of a reasonable observer, if that Member were to participate in the consideration of that issue.

Elected Officials and City of Red Deer Staff

No member of this committee shall be an elected official or an employee of the City. If a member is elected to office or becomes a City employee that member shall immediately notify the Chair and must immediately resign from their position.

Local Jurisdiction Elections

Members seeking elected office for The City of Red Deer Council, school district or school division shall immediately advise the Chair and must take a leave of absence for the period commencing when the member's nomination papers were submitted (as per the Local Authorities Election Act) and ending one week following election day.

Provincial and Federal Elections

Members seeking elected office for provincial or federal government shall immediately advise the Chair and must take a leave of absence for the period commencing with the issue of a writ of election and ending with the announcement of the official election results.

Confidentiality

Members must not disclose confidential information (verbal or written) by any means, unless the disclosure is required by law or authorized by the committee. During their membership and following the completion of their membership, members must not use confidential information acquired during their membership to the committee for their personal use or gain, or for the personal benefit or gain of any other individual or organization.



Terms of Reference

Downtown Identity Plan

Community Collaboration Committee

Administrative Support/Resources

Administrative support will be provided by The City's Project Team. Additional City staff maybe included as a resource as required.