

48. ¹Greater Downtown Governance Committee Terms of Reference**49. Purpose**

- (1) The purpose of the Greater Downtown Governance Committee is to support the implementation of a coordinated governance approach for Greater Downtown Red Deer, including the neighbourhoods of Historic Downtown, Capstone, Parkvale, and Railyards.
- (2) The Committee will achieve this purpose by:
 - (a) ensuring that community perspectives are consistently reflected in municipal decision-making and supporting Council in advancing strategies that foster a vibrant, safe, and economically resilient Greater Downtown;
 - (b) focusing its work on advancing the following priority areas:
 - (i) Neighbourhood Identity;
 - (ii) Investment-Friendly Environment;
 - (iii) Destination Development;
 - (iv) Community Safety and Well-Being;
 - (v) Parking Management;
 - (vi) Connected and Accessible Downtown; and
 - (c) acting as the decision-making authority for fund administration related to Greater Downtown vibrancy or improvement funding programs, where such authority is delegated to the Committee by Council.

50. Guiding Principles

- (1) The Committee's work will be informed by the following principles:
 - (a) Collaboration – Foster open dialogue and partnership among businesses, residents, local nonprofit organizations, and The City of Red Deer;
 - (b) Transparency – Ensure clear and consistent communication of Committee discussions, recommendations, and outcomes;
 - (c) Inclusivity – Represent the diversity of Greater Downtown to ensure varied voices and perspectives inform decision-making;
 - (d) Evidence-Informed – Ground recommendations in data, best practices, and lived experience, with attention to measurable outcomes and responsible resource use; and
 - (e) Action-Oriented – Focus on practical, achievable recommendations that advance

¹ 3576-B-2026

Council's downtown priorities.

51. Committee Outcomes

- (1) The Committee will:
 - (a) adjudicate and award available funding related to Greater Downtown activation, vibrancy, and improvement projects;
 - (b) recommend and advise Administration on Greater Downtown policies, initiatives, guidelines, and plans; and
 - (c) act as Council's designated forum for reviewing and providing advice on municipal matters affecting the Greater Downtown, ensuring stakeholder perspectives are reflected in recommendations to Council.

42. Reporting

- (1) The Committee will report annually to City Council.

53. Membership

- (1) The Committee will consist of the following Members:
 - (a) One Councillor;
 - (b) Four Greater Downtown Business Representatives, with preference for diverse geographic representation across neighbourhoods;
 - (c) One representative from a local business or economic development organization (e.g., Red Deer Chamber of Commerce, Red Deer D.R.I.V.E., or similar);
 - (d) One representative from a Downtown social agency; and
 - (e) Two Citizens at Large, with preference for at least one (1) resident of Greater Downtown.

54. Meetings

- (1) The Committee will meet a minimum of four times per year.
- (2) Additional meetings may be at the call of the Chair as required.