

What do you think should be done to address the concerns of Downtown Lethbridge?

When I was owner and editor of Lethbridge living magazine, we included stories about downtown in every issue. We mapped out restaurants to attract people to the core. We worked with downtown businesses to promote this hub. We promoted events. Today, I work there, own a small franchise there, and walk around our downtown every day.

Here's the challenge that I see and hear from downtown organizations, agencies, and businesses. The BRZ and City have been working for 30+ years to “revitalize” the downtown, and we are still facing the same issues 30 years later.

What we need is to step back and take a new, fresh strategic approach to creating the downtown we want. Council needs to support Downtown BRZ and businesses in trying new things, like we did with the parklets, the Farmers Market, the Allied Arts Council’s concert series this summer. Even the pilot scooter program is something different, something that will bring people to the core. We should explore what other communities are doing and how can we make those ideas work for our city. This includes a commitment to supporting strategies to help people who are experiencing homelessness, addictions, and issues around safety. The City, the Chamber, the Downtown BRZ, and Economic Development Lethbridge all have a role to play in living, working, playing, and shopping local campaigns.

I’m committed to supporting and creating a vibrant downtown that becomes a centre for business, employment, housing opportunities, entertainment, arts, culture, and general celebrations in our community.