



Beltline Community Investment Fund Committee Meeting Minutes

Subject:	Beltline Community Investment Fund Committee	Date:	September 8, 2025
Time:	6:00 – 8:00 PM	Chairs:	Chair: Celia Lee Vice-Chair: Sabrina Chee
Location:	Hybrid (in-person at Alberta Trade Centre and Microsoft Teams)	Minutes:	Joe Espina
Attendees:	Celia Lee, Christina Martin, Councillor Courtney Walcott, Kevin Allen, Eric Gonzalez, Peter Oliver		
BCIF City Administration:	Kimberly Martin, Joe Espina, Robbie White		
Regrets:	Alissa Shivji, Neal Philippsen, Sabrina Chee, Silvia Ross, Zach Hoefs		

Item #	Agenda Items
	Meeting called to order at 6:03 PM.
BCIFC2025-1	Land Acknowledgement was made at the beginning of the meeting by Joe.
BCIFC2025-2	Agreement of minutes June 2, 2025 - <i>attached</i> . Kevin made a motion to approve the minutes (Seconder Peter). CARRIED and approved by all. Agreement of September 8, 2025 Agenda. Courtney made a motion to approve the agenda (Seconder Peter).
BCIFC2025-3	Finance Update – provided by Joe <ul style="list-style-type: none"> Closing balance (July 31, 2025): \$1,527,248 Committed funds: \$150,000 Available balance: \$1,377,248 Joe will circulate the finance report via email to save time in future meetings.
BCIFC2025-4	BCIF Committee Member Selection Process <ul style="list-style-type: none"> 28 applications received, including some current members. Eric confirmed he will not reapply. Peter, Celia, and Courtney volunteered to assist with application review. Clarification provided by Councillor Walcott: Committee chairs submit a shortlist to the Nominations Committee, which makes final decisions. Celia’s reapplication as Chair is acceptable; no re-interview required. Sylvia Ross will return as the Council-nominated administration staff as non-voting member.
BCIFC2025-5	Communication and Promotion of BCIF Presented by Kimberly Martin (Communications Strategist): <ul style="list-style-type: none"> A comprehensive communications plan is nearly complete. Goals: Increase both quantity and quality of applications. Target audiences include community associations, faith groups, and organizations with capacity to execute projects. Suggestions include a one-pager with key messages, aligning release with the BCIF Impact Report, avoiding “Shark Tank” style open calls, and crowdsourcing ideas.
BCIFC2025-6	BCIF Impact Report Led by Robbie White: <ul style="list-style-type: none"> The report is a key tactic within the communications strategy. Aims to promote the fund to potential applicants, the public, and developers.



	<ul style="list-style-type: none"> • It would be important to still include an explanation of what “Density Bonusing” is, i.e. “Neighbourhoods get more homes than normal, and gets cooler stuff” • Consultant Daorcey is drafting the report; Akanksha will lead internally. • Committee input requested on which projects to profile. • Suggested criteria by the committee include uniqueness, creativity, service to community, success stories, durability, aesthetic impact, and contribution to belonging and innovation. • Timeline: Target release in late October to early November.
BCIFC2025-7	<p>Priority & Opportunity Areas for BCIF Facilitated by Celia Lee; notes incorporated from attached document:</p> <ul style="list-style-type: none"> • Quality Control vs. Equity: Consider phasing funding to ensure community engagement and project readiness. Risks include sunk costs if construction funding is not approved. • Equity Considerations: Ramp up communications to identify barriers. Include messaging like “Have an idea but don’t know how to see it through?” • Strategic Alignment: Encourage projects aligned with the Parks and Public Realm Playbook and ARP. Explore internal capacity to synthesize strategic locations. • Scaling Projects: Smaller projects can be fast-tracked. Larger projects may require phased funding and more rigorous review. <ul style="list-style-type: none"> ○ Crowdsourcing Ideas: Campaigns like “How would you animate this space?” to gather public input.
BCIFC2025-8	<p>Developer Appreciation</p> <ul style="list-style-type: none"> • Proposal to send impact report to developers who contributed via density bonusing. • Language to focus on investment outcomes rather than gratitude • Committee may send letters as community members to highlight community benefits. • City administration will explore appropriate channels and messaging.
BCIFC2025-9	<p>Check-Out</p> <ul style="list-style-type: none"> • Meeting concluded with informal check-out. • Joe committed to a quicker turnaround for meeting minutes.
	<p>Meeting adjourned at 7:40 PM.</p>