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Helping Hands

a look at our community's volunteers

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Streetscapes - Executive Director

Tell us about Streetscapes.

Streetscapes is a group of volunteers, our mandate deals with the downtown business improvement district. We work towards beautification, education and awareness about the downtown. I think if anyone was to take sometime downtown and see the flowers, right now it's very beautiful down there and I think our summer students are doing a very good job of picking up the garbage that's laying around. We would just like everyone, if they could, do be a little conscious of their own space, their business fronts or the rear whichever the case may be. If everybody does a little bit every day it just makes things a little nicer.

What are some of the projects around the city that people may have seen?

For years, we've been involved in the beautification. People that are in the downtown will see the hanging flower baskets on the light standards, that's a Streetscapes initiative, they will see benches with the Streetscapes logos on them, we have waste baskets, there are some flowered pots at ground level and people will see the Streetscapes logo on them, we're involved with getting them out and planted every year. Every season we have banners that hang from the light standards in the business improvement district that are either just kind of generic Lloydminster ones, we also have a number that talk about Streetscapes that have our logo or motto "Growing, Living, Downtown."

We do some gift cards that are for sale at our office, they



can be used for birthdays, anniversaries or gifts for staff or customers whatever the case may be. There are over 30 businesses in the downtown that will accept those.

You also just built a parking lot in the downtown.

We really have to thank the City. Basically what happened was the Streetscapes, the City and the chamber all wrote letters to Husky, which own the property - because there

was an old service station there that had become an eyesore and it was just a derelict lot- so through the joint effort of the three of us we were able to finally get some movement towards the demolition. And they've allowed Streetscapes to take that lot over for a five year period and so what we've done is thanks to the City we've been able to get that paved. The parking lot seemed like a great fit, the City helped us with the construction and the signage, now we're able to rent the stalls out and pay for maintenance of the lot.

Why should someone join Streetscapes?

We're always looking for more people. I believe our board is one member short right now. The only criteria, really, is that you be an employee of a business in the downtown or a property or business owner in the downtown. The board meets 10 times a year and we have a marketing beautification committee and a marketing development committee and they meet periodically depending on need. It's not necessarily a big time commitment and we're always looking for new members to come on board and it's nice to get some new ideas and some different outputs on things that are going on.

What's going on these days?

We have hired a downtown liaison officer. Parking in the downtown is an issue, we don't have enough of it, it seems. Part of it is just the fact that employees of a lot of businesses don't have a place to park that sometimes they will park in spots where it's not customer friendly to do so. So part of the liaison officer's job will be to find parking problems that are ongoing. We have a pretty good idea where they are, but new ones may crop up because as businesses change the needs will change.