

WENDY REID FAIRHURST, MBA-SEE, BDes

39 Farm Road, Portugal Cove, NL A1M 2T3

TEL : (709) 691-2890

EDUCATION

PHD CANDIDATE IN INTERDISCIPLINARY STUDIES

Memorial University, Faculty of Graduate Studies
St. John's, NL, 2020-present (ongoing)

MASTER OF ENVIRONMENTAL DESIGN (coursework)

University of Calgary, Faculty of Environmental Design
Calgary, AB, 2006-2007

MBA IN SOCIAL ENTERPRISE + ENTREPRENEURSHIP

Memorial University, Faculty of Business Administration
St. John's, NL, 2019-2020 (graduate degree granted)

BACHELOR OF DESIGN (Environmental), BDes

OCAD University, Faculty of Environmental Design
Toronto, ON, 1999-2004 (undergraduate degree granted)

WORK HISTORY

Reclaim Community Collaborative Design Organization (CDO) - Co-founder, Acting Executive Director & Housing Innovation Lead (2021-present)

Killick Ecovillage Co-operative - Development Lead, Action Researcher (2024-present)

Cohousing NL (Coho Community Development Inc.) - Co-founder, Managing Director, Development Lead, Action Researcher (2020-present)

Reclaim Design Studio (sole proprietor consulting firm) - Community Development Consultant, Environmental & Interior Designer, Artisan (2015-2022)

Fresh Fruit & Architecture (FFA) - Interior Designer and Architectural Design Support (2015-2021)

Stantec Architecture - Interior Designer and Architectural Design Support (2010-2015)

Nature Bound Designs (sole proprietor) - Landscape Designer and Carpenter (2007-2010)

Perfect Trades - Carpenter's Assistant (2006-2007)

ASSOCIATIONS + VOLUNTEER POSITIONS

CCN Affordable Cohousing Working Group - Working Group Member (2021-2023)

Murray's Pond Fishing & Country Club - Social Enterprise advisor for COVID recovery (2021)

Administration Sciences Association of Canada (ASAC) - Student Member (2020-2021)

SafePCSP (Pedestrian Safety Community Organization) - Board Member (2014-2020)

Interior Designers of Newfoundland and Labrador (IDNL) - Certified Registered Interior Designer, Executive Board Member; Past Roles: Vice President, NLAA Liaison Committee Member, Forum+Function Event Committee Member, Secretary, NCIDQ Mentor, CEU Coordinator (2013-2020)

Distinctly Nanton Christmas Market - Founder, Market Manager (2010)

Azafady NGO (Madagascar) - Project Volunteer, Fundraiser (2004)

WENDY REID FAIRHURST, MBA-SEE, BDes

39 Farm Road, Portugal Cove, NL A1M 2T3

TEL : (709) 691-2890

INNOVATION PROJECTS

Killick Ecovillage (formerly Cohousing NL), Portugal Cove, NL - Co-Founder & Action Researcher (2014-present)
Funding: raising \$15M through crowdfunding, government grants and social finance loans

Killick Ecovillage (formerly Cohousing NL) is a community-led corporation established to collectively develop a sustainable, mixed-income neighbourhood in Portugal Cove (NL). This project is the foundation of Wendy's doctoral action research, which is an immersion into the experience of creating cohousing in order to understand the barriers, frustrations, and impediments to affordability.

Creating Affordable Cohousing Through Knowledge-Sharing - Project Lead (2021-present)

Funding: \$828,310 Canadian Mortgage and Housing Corporation (CMHC) Housing Supply Challenge -
Predevelopment Processes Round, Stages 1 & 2

Cohousing NL, as lead proponent, used the funding to incubate and implement a prototype for a national Community-Led Housing Ecosystem Support Network, which includes a community of practice, a knowledge-sharing platform and hands on support from the newly created nonprofit social enterprise Reclaim Community CDO. This initiative tests the hypothesis that cohousing would be more successful, affordable and more broadly adopted across Canada if there was a support network for the Citizen Developers who undertake the work.

The Power of Public Engagement: Shifting who gets a say in housing development (Portugal Cove, NL) - Principal Investigator (2022)

Funding: \$10,000 MUNL Public Engagement Accelerator Fund

This project explores the hypothesis that cohousing is often unaffordable because people with lower capacity to pay for early memberships or workshop fees are discounted from the process early on with the first calls for cash. Accelerator funding allowed us to offer low fee workshops and memberships for the first active year of the project to observe whether or not early fees impact how a cohousing evolves financially.

A Study of social enterprise innovations in business tools and structures to support greater affordability and increased access to cohousing in Canada - Project Intern, Lead Researcher (2020-2022)

Funding: \$60,000 Mitacs eAccelerate Fund

This entrepreneurial internship allowed for an exploration of the barriers, benefits and opportunities for cohousing affordability through an analytical content analysis of existing literature, a mixed methods analysis of existing strategies cohousing groups have used to increase affordability and access to their communities, and qualitative interviews of a cross section of cohousing stakeholders.

Affordable Housing+ Solutions Lab (St. John's, NL) - Co-Director, Innovation Lab Facilitator (2019-2022)

Funding: \$250,000 CMHC Solutions Lab Fund

This Solutions Lab uncovers the structural and systemic barriers to people exiting the cycle of poverty, and looks at how membership in an affordable housing community might be leveraged to support people in moving from a place of housing need to a situation where they no longer need housing support. The human centred design methodology included talking to over 100 people working and living in the affordable housing sector in St. John's, and uses the collected data to form a Framework for Holistic Community, a logic model for empowerment-focused affordable housing in St. John's, and a business model for innovative affordable housing. This work was undertaken with co-founder Ashley Smith (Fundamental Inc.) and lab consultants Claire Buré (MarsDD) and John Purkis (The Natural Step).

Stella's Circle Affordable Housing Assessment and Growth Opportunity Assessment (St. John's, NL) - Lead Author (2020-2021)

Stella's Circle is a non-profit focused on connecting vulnerable individuals to housing, work, and support. Wendy was co-author on a business plan and strategic roadmap for increasing the organization's supportive housing stock from 79 to 100 units through a social enterprise lens.

Community Plan for Aboriginal Homelessness in Nova Scotia (NS) - Team Member (2020-2021)

Through the Reaching Home model, the Native Council of Nova Scotia is undertaking an indigenous homelessness strategy with consultant Economic Spectrum Unlimited. Wendy is working on one section of this report to suggest how the cohousing model might inform participatory and indigenous-led housing initiatives as part of the overall community plan.

Soloman's Path Arts & Innovation Hub (St. John's, NL) - Team Member, Lead Author (2016-2018)

Funding: \$260,000 Atlantic Canada Opportunities Agency (ACOA)

This innovative project aimed to empower the community to determine the needs and direction for converting 5 heritage buildings in the City's downtown into a community-driven Arts and Innovation Hub, to create an affordable, innovative workspace and a thriving cultural centre. Wendy worked with Fresh Fruit & Architecture and a larger collaborative of professionals to document the heritage structures, and create a concept design in line with a realistic business model. Wendy was lead of design and author of the Feasibility Report as an output of the project and co-presented the project in Montreal at the 2017 World Design Summit.

WENDY REID FAIRHURST, MBA-SEE, BDes

39 Farm Road, Portugal Cove, NL A1M 2T3

TEL : (709) 691-2890

Affordable Cohousing Seed Funding (St. John's, NL) - Lead Author (2016-2018)

Funding: \$15,000 grant from CMHC

In the early stages of Cohousing NL, Wendy undertook a feasibility study through CMHC Seed Funding to research other cohousing models, develop a project plan and overview of the cohousing process based on the aggregate data, assessed market potential, created a preliminary budget and project timeline, and supported workshop facilitation for collective visioning sessions for the future neighbourhood.

Reclaim Design Studio Waste Tile Collection System - Artisan (2015-2022)

Funding: \$2655 Materials Management Stewardship Board (MMSB)

This project established a tile waste diversion program targeting St. John's tile retailers and design studios to upcycle waste tile into handi-crafts and artwork. Art pieces can be found at the Town of Torbay town offices.

ADDITIONAL EDUCATION + CONFERENCES

WOMEN'S ECONOMIC COUNCIL SOLIDARITY ECONOMY VIRTUAL CONFERENCE 2024

Presentation: Cohousing + the Mutual Home Ownership Society;
Solidarity economy sessions
2-day online conference, May 2024

BUILDING A PSYCHOLOGICALLY SAFER WORKPLACE PILOT PROGRAM

1-day leadership training by Steve Hall Safety Consulting, May 2024

SOCIOCRACY IN INTENTIONAL COMMUNITIES 2023, 2023 VIRTUAL CONFERENCES

Governance design & implementation, Case Studies, Troubleshooting
1-day online conference, November 2021 & 2023

SOCIOCRACY GOVERNANCE TRAINING

Introduction to facilitating sociocratic meetings, navigating conflict
6-week online course,

INNOVATIONS IN NATURALLY AFFORDABLE HOUSING VIRTUAL SUMMIT

Strategy Mapping, Case Studies, Innovation Solutions
2-day online conference, August 2020

SOCIAL R&D: A NATIONAL PRACTICE GATHERING

Stories from the Field, Mapping Practices, Community Connections +
Peer Input Processes
3-day online conference, June 2020

ASAC 2020 CONFERENCE

Administrative Sciences Association of Canada
Online Conference 2020

CREATIVE DESTRUCTION LAB

MUN Student Designate/Volunteer, Atlantic Session #1

1-day Start-Up Capital Pitching Intensive, Halifax, NS, October 2019

"GETTING IT BUILT" COHOUSING WORKSHOP

Charles Durrett and Kathryn McCamant
3-day intensive workshop, Toronto, ON, 2019

SENIOR COHOUSING INTENSIVE WORKSHOP

Charles Durrett and Quimper Village Cohousing
3-day intensive workshop, Bainbridge Island, WA (US), 2018

BLUEPRINT FOR BETTER CITIES - AIA CONFERENCE ON ARCHITECTURE 2018

Affordable housing and social impact sessions
4-day conference, New York City, NY (US), 2018

WORLD DESIGN SUMMIT

Presentation: Arts & Innovation Hub project
Sustainable and ethical design to solve world problems session
5-day conference, Montreal, QC, 2017

AGING SUCCESSFULLY TRAINERS WORKSHOP

Charles Durrett, CoHousing Company
Online 10-week course, 2016

COURSE IN HUMAN CENTRED DESIGN

IDEO.org and +Acumen
Online 6-week course, 2016

INTERIOR DESIGN QUALIFICATIONS EXAM

Council for Design Qualifications (CIDQ)
National Examinations + Internship Hours Completed, 2013

ART FUNDAMENTALS

Sheridan College
1-year certificate program, Oakville, ON, 2000

WENDY REID FAIRHURST, MBA-SEE, BDes

39 Farm Road, Portugal Cove, NL A1M 2T3

TEL : (709) 691-2890

EDUCATION

PHD CANDIDATE IN INTERDISCIPLINARY STUDIES

Memorial University, Faculty of Graduate Studies
St. John's, NL, 2020-present (ongoing)

MBA IN SOCIAL ENTERPRISE + ENTREPRENEURSHIP

Memorial University, Faculty of Business Administration
St. John's, NL, 2019-2020 (graduate degree granted)

MASTER OF ENVIRONMENTAL DESIGN (coursework)

University of Calgary, Faculty of Environmental Design
Calgary, AB, 2006-2007

BACHELOR OF DESIGN (Environmental), BDes

OCAD University, Faculty of Environmental Design
Toronto, ON, 1999-2004 (undergraduate degree granted)

HONOURS + AWARDS

FELLOW OF THE SCHOOL OF GRADUATE STUDIES

School of Graduate Studies - 2020-2021 - Award of distinction for academic excellence

F.A. ALDRICH FELLOWSHIP

School of Graduate Studies - 2020-2022 Recipient - \$20,000 scholarship

CASC ALEXANDER FRASER LAIDLAW FELLOWSHIP

Canadian Association for Studies in Co-operation (CASC) - 2020 Recipient - \$1,000 scholarship

PEGGY FINNEY PELLETIER GRADUATE SCHOLARSHIP IN BUSINESS ADMINISTRATION

Memorial University of Newfoundland, Faculty of Business Administration - 2020 Recipient - \$1,000 scholarship

DESIGN EXPERIENCE

NON-PROFIT + SOCIAL SECTOR

Torbay History House Interior Design and Exhibits (w/ FFA + Fundamental Inc.)

Torbay, NL - Interior Designer, Exhibit Designer, 2020-2021

Wooden Boat Museum Lobby + Timeline Exhibit (w/ Vis-A-Vis Graphics)

Winterton, NL - Interior Designer, Exhibit Designer, 2018-2019

Torbay History House Feasibility Study (w/ FFA)

Torbay, NL - Interior Designer, 2017-2018

Rainbow Riders Therapeutic Riding Centre (w/ FFA + Magna Construction)

St. John's, NL - Interior Designer, Accessibility consultant, Construction documents, 2016-2017

City Infill Affordable Housing Energy Efficiency + Materials Upgrades (Stantec)

St. John's, NL - Lead Designer, Construction Documents, Contract Administration, 2010-2012

RESIDENTIAL

Private Cottage

Heart's Delight, NL - Residential Designer, Construction Documents, Contract Administration, Interior Designer, 2013- 2015

Grey Cliff Cottage Rental (Stantec)

Trinity East, NL - Residential Designer, Construction Documents, 2013

Dept of National Defence Housing Upgrades (Stantec)

Gander, NL - Residential Designer, Construction Documents, 2012-2013

RCMP Duplex (Stantec)

Northwest River, NL - Residential Designer, Construction Documents, Contract Admin Support, 2012

COMMERCIAL

Wooden Walls Distilling (w/ FFA)

St. John's, NL - Municipal development submissions, Concept Interior Designer, 2018-2019

Irving Big Stop Restaurant

Mount Pearl, NL - Interior Designer, 2018-2019

St. John's Convention Centre (Stantec)

St. John's, NL - Furniture specifications and layout, 2014-2015

Irving Big Stop Restaurant and Bakery (Stantec)

Deer Lake, NL - Interior Designer, 2014-2015

Rainbow Gully / Voisey's Brook Club Houses (Stantec)

Portugal Cove - St. Philip's, NL - Concept design, 2011-2012

The Keg Patio (Stantec)

St. John's, NL - Space planning, Construction documents, Contract administration, 2011-2012

INSTITUTIONAL

City of St. John's Municipal Depot Canteen (Stantec)

St. John's, NL - Interior Designer, 2012-2013

Paradise / Grand Falls - Windsor Youth Centres (Stantec)

Grand Falls - Windsor, NL - Interior Designer, 2011-2012