

**MINUTES OF THE REGULAR MEETING
OF THE BOARD OF DIRECTORS
OF THE CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION**

Committee Room C-11
Tom Davies Square

Wednesday, February 11, 2015
Commencement: 11:41 a.m.

<u>Chair</u>	<u>DARREN STINSON IN THE CHAIR</u>
<u>Present</u>	Brent Battistelli, Daran Moxam, Darren Stinson, Deb McIntosh, Iyo Grenon (via teleconference), Lynne Reynolds, Mark Signoretti, Pierre Zundel, and Wendy Watson
<u>City Officials</u>	Ian Wood, Paul Bascomb, Jean-Mathieu Chenier, Emily Trottier, Paul Reid, Scott Rennie, Jacinda McLean, Shawna Panas-Cole, Meredith Armstrong, and Maryse Boisvert
<u>Guests</u>	Joyce Mankarios, Chamber of Commerce Pierre Seguin, MNDM
<u>Agenda Review</u>	There were no changes to the agenda.
<u>Nomination Process</u>	Prior to moving to the next agenda item, the Chair shared a letter of resignation to the GSDC Board submitted by Frank Chartrand, therefore initiating the GSDC Nomination Process. The Formation of the Nomination Committee is comprised of the following Directors: <ul style="list-style-type: none">• Darren Stinson, Committee Chair• Brett Battistelli• Daran Moxam• Pierre Zundel
<u>Declarations of Conflict of Interest</u>	The following were declared: <ul style="list-style-type: none">• Emily Trottier, Business Development Officer – declared a conflict with the Sun Co-operative Inc. project as a personal stakeholder. <p>It was also noted that members of GSDC Board of Directors and staff acknowledged the following:</p> <ul style="list-style-type: none">• Pierre Zundel, University of Sudbury: Café Musique-Rayside Balfour• – Proponent has an unrelated project with the member's employer;• Ian Wood, Director of Economic Development: Vale Living with Lakes Centre – member of the Laurentian University Board of Governors.
<u>Minutes</u>	2015-006 Brent Battistelli / Pierre Zundel: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of January 14, 2015 be adopted.
<u>Executive Committee Notes</u>	The Executive Committee meeting notes of January 7, 2015 were presented to Board members.

CARRIED

Presentation

Mining Supply and Services Export Assistance Program (MSSEA)

Scott Rennie, Project Manager, and Kaitlyn Dunn, Junior Business Officer, shared the valuable services that are offered and provided to clients which include the Strategic Export Marketing Program (SEMP) and Export Marketing Assistance (EMA). Their presentation featured facts of the mining and supply sector in Northern Ontario, statistics, and the positive outcomes from their one-on-one marketing consultations.

Workshops such as sales training and LEAN management to improve efficiency and quality are tailored to the clients' needs are provided and well attended.

Individualized set-up and training is also provided for the PEC web program, an industrial market intelligence tool that enables clients to pinpoint plants and projects that are actively looking for the equipment, products, materials and services their companies can export.

A client consented to their growth and success being shared with the GSDC Board. They benefited from not only the mining support offered by GSDC but from other programs that assisted with the research to locate appropriate space for their expansion.

Ian noted that this program/service was important to bring to the Board as this is what economic development will look like in 2015 and also what economic development should look like – all three levels of government helping companies be more successful and increase exports. The GSDC is looking at this program and its approach as a best practice with possible application in other sectors.

Reports:

C.E.D. Committee Report

Prior to the report, Ian referred the Board to the attached financial update and explained the fund's current balance of \$278,430.20. The committed 2015 and 2016 funds reflected the current commitments of \$490,000 for 2015 and \$350,000 for 2016.

Wendy Watson shared the report on behalf of the CED Chair Gisèle Chrétien.

Centre of Excellence in Mining Innovation (CEMI)

As requested at the January 14th Board of Directors meeting, the proponent did supply the financial statements which were to be reviewed Mark Laberge and report back to the Board.

As Mark was unavailable to provide a report of the financial statements and the Executive Committee's recommendation to defer a funding decision until after the municipal budget was finalized in March, the GSDC Board of Directors unanimously agreed to defer a decision.

The question was asked if the deferral would have an impact on the proponent's plans and Ian responded that none were identified as he proponent indicated that the project completion was 2018.

2015-007 Wendy Watson / Pierre Zundel: That the Greater Sudbury Development Corporation Board of Directors defer a funding decision on Centre of Excellence in Mining Innovation's request until the April 8th Board meeting.

CARRIED

Café Musique – Rayside Balfour

The proponent's ask was \$38,500 CED Committee for a one-time event to celebrate the 400th anniversary of the arrival of Champlain in Ontario, marking the beginning of francophone presence in the province. The event will take place June 13th at Bell Park. While the funding request is for the one-time event, Café Musique referenced the effect this project will have on its future, by forging new partnerships and building an overall marketing and communications plan for the organization.

Café Musique has hosted one and two-day concerts in Chelmsford and Azilda since 2010, all of which were a lead-up to a project called Kanata 1534, a large scale production re-enacting the life of Louis Riel. It was first performed at Café Heritage which was a weekend long festival in Azilda, held in 2012 to 2014. The Committee felt Café Musique has the experience to mount this cultural event celebrating Champlain and liked the fact the organization is from outside the city core, but thought the amount should be slightly lower to bring it in-line with funding provided to other festivals; therefore the CED Committee recommends the approval for \$30,000.

A roundtable discussion took place, identifying the types of economic development that the festival provide:

- the event has direct links to specific items listed in the Economic Development Strategic Plan – Tourism and Arts & Culture;
- the project will create temporary jobs;
- provide an opportunity for the Francophone and Métis cultures to promote their respective arts and cultures;
- the target for the festival is estimated at 4,000 spectators – 15% coming from out of town;
- the event will take place centrally at the Bell Park Amphitheatre;
- long-term economic benefits for the CGS community with tourism and the creation of jobs;
- province of Ontario has developed a competitive funding program to support proposals with the overall goal to provide Ontarians with access to a variety of events and initiatives that recognize the important role of Franco-Ontarians in our province's history and development, while stimulating local economies and tourism.

2015-008 Brent Batistelli / Wendy Watson WHEREAS Café-musique de Rayside-Balfour (CMRB) has a track record of hosting festivals that re-enact Canada's history, and

WHEREAS CMRB is hosting a one-time festival to celebrate Samuel de Champlain at Bell Park that would capitalize on the provincial 400th anniversary and increase the organization's profile to the broader community,

Therefore be it resolved that the Greater Sudbury Development Corporation support the *400th Festival Champlain* project's one-year Economic Development Fund request in the amount of \$30,000 for 2015 to be used towards the event and its marketing plan; and

That CMRB work with staff on marketing efforts and economic impact surveys, and that CMRB provide a post-event report on deliverables and private sector support as outlined in the application.

*1 abstention: Pierre Zundel

CARRIED

Sun Co-operative Inc.

Background:

- the proponent approached the Executive Committee with the ask of \$5,000
- the request was submitted to the CED Committee for review as more information was needed

CED Rationale:

- the ask is to bring this 500 KW solar project online
- they have been approved by the Ontario Power Authority for the Feed-in-Tariff Program (FIT) and hope to develop a site on Vale property
- eventual net profits generated would be used for social and environmental projects in the CGS
- group of dedicated volunteers are promoting this project as a green initiative

2015-009 Brent Batistelli / Pierre Zundel WHEREAS Sun Co-operative Inc. is a not for profit community owned energy renewal project.

WHEREAS a strategic plan was developed in 2014 along with financial projections which include government contracts, securing them for 20 years;

WHEREAS in December 2014, the Ontario Power Authority (OPA) provided approval to the project to proceed with development;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support the one-time request in the amount of \$5,000 from the Economic Development Fund; and

That the funds be utilized to finalize their offering statement that was submitted to the provincial government.

CARRIED

Ian Wood excused himself from the meeting.

Vale Living with Lakes Centre

A summation of previous concerns was recollectd and the proponent had since accepted the Committee's invitation to respond to the outlined concerns. Dr. John Gunn provided an overview of the challenges that the Centre had faced, including staffing and resources, as they have worked to complete the reporting requirements associated with the capital and operating components of building the centre. He also acknowledged that despite a lack of administrative support, a clear procedure would need to be put into place.

Following the meeting with Dr. Gunn, the committee discussed the need to have mechanisms put in place to ensure clarity of the CED committee's expectations and those of the proponents, and in this case, such a mechanism would include requiring that the contract is signed by the VP of Finance rather than the local unit, with accountability for regular reporting.

Committee members agreed that these concerns needed to be addressed for transparency and accountability purposes.

C.E.D. Committee
Reports cont'd

Board members were reassured that mechanisms have also been put into place within the CED funding process, such as:

- agreements identify a dated schedule of due dates for reporting and communication / visits with proponents
- a hold-back of funds has been instituted
- any future funding provided to an organization affiliated with an institution such as Laurentian University would include a sign-off from the university's Finance Department to ensure they are cognizant of the commitment and the need for regular reporting

After expressing concerns, committee members recognized the Vale Living with Lakes Centre's value in the community and agreed that their deliverables had been met.

2015-010 Brent Battistelli / Pierre Zundel WHEREAS the Community Economic Development Strategic Plan for Greater Sudbury, *Digging Deeper*, identifies Advanced Education, Research and Innovation as one of its five economic Growth Engines; and

WHEREAS The Greater Sudbury Development Corporation approved a commitment of \$100,000 to the construction of Laurentian University's Vale Living with Lakes Centre in 2008 to be followed by an additional \$400,000 (\$100,000/year for four years) to support research projects that demonstrate an economic impact;

AND WHEREAS Laurentian University's Vale Living with Lakes Centre has achieved all of its stated deliverables in-line with its funding proposal;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors support the final two years of its five-year funding commitment in the amount of \$200,000.

* 1 opposed: Mark Signoretti

CARRIED

Ian Wood returned to join the meeting.

Director's Report

The following items were highlighted from the Director's Report:

- Canada's Resourceful City will make a large impact at the annual Prospectors and Developers Association of Canada Conference (PDAC) in Toronto in early March. Four GSDC staff will host a reception to be held on Monday March 2 and is being developed in partnership with 16 local businesses and organizations. Staff will also unveil a new booth and new materials reflecting our updated branding. Mayor Biggar, , Doug Nadorozny and Paul Baskcomb will also be present.
- Tourism has recently launched a revised partnership program with new and exciting placement opportunities. Information on the program is now available and has been circulated to current and potential partners. Staff is working hard on securing 2015 partners and assisting partners to find the best package to meet their needs.

Director's Report cont'd

Shawna Panas-Cole, Business Development Officer for the Tourism & Culture Section, shared how partnership changes were implemented to meet the needs of our partners. The value of communication with partners was crucial, as rather than using a "cookie-cutter" model for all partners, more flexible levels were created to accommodate seasonal partners.

- dashboard updates will be provided quarterly
 - the Visitor Guide has been redesigned to provide partners with more benefit and value
 - the new tourism website will launch in the first quarter
 - more workshops will be delivered every quarter in addition to networking events
- A pilot Visitor Information Kiosk will be located at the New Sudbury Shopping Centre in the centre court area until June
 - featuring a touch screen, flat screens, and racks for the Visitor Guide and partner materials
 - kiosk will also be used as a community engagement tool for #gs2025
 - another usage for the kiosk will be to introduce/re-introduce Sudburians to Sudbury
 - kiosk will be staffed at key times to coincide with high traffic periods
 - #gs2025 community engagement is underway
 - Streeters, armed with iPads have been in the community soliciting feedback
 - Three sector specific meetings will take place February 18 - 19
 - Health Research
 - Innovation and Technology
 - Mining Supply and Services
 - Five sector specific meetings are scheduled from March 5 through to March 18
 - Tourism
 - Financial Services
 - Regional Retail
 - Environmental and Biotech
 - Geographical consultations will be scheduled at all three CGS libraries to cover the core.

Other Business
Arts & Culture Jury Vacancies
for GSDC Board Members

As a follow-up to the January 14th Board meeting, the public recruitment for the Major Arts & Culture Grant sub-committee, Project and Operating Juries was completed.

As Motion 2015-005 Mark Laberge/Troy Rainville indicated that one GSDC Board member be appointed to sit on the Operating Jury and two GSDC Board members be appointed to sit on the Project Jury.

Lynne Reynolds expressed interest to participate with the Operating Jury and wished to state for the minutes that she has a seat with the Arts Council.

The Project Jury Board appointment was deferred until the March 11th meeting as a vacant position still remains, although one position was proffered by Mark Signoretti.

Other Business cont'd

2015-011 Brent Batistelli / Pierre Zundel: Whereas the two newly formed juries provide recommendations on funding allocations for the Arts & Culture Grant Program; and

Whereas four GSDC Board members are needed to sit on the Operating Jury and two GSDC Board members for the Project Jury;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors appoint the following members:

Operating Jury: Darren Stinson
 Wendy Watson
 Troy Rainville
 Lynne Reynolds

CARRIED

Wendy Watson shared that Paul Kusnierczyk is participating in the Fire and Ice Outdoor Gala at Science North on March 7th in support of the Genevra House through the Royal Lepage Shelter Foundation. Along with his wife and co-worker, they will represent the YWCA Genevra House as they "Trek for Shelter" on a 500 km journey in Machu Picchu, Peru in August.

Lynne Reynolds spoke of the Cambrian College students' fundraising event on Friday, February 13th at the Fromagerie for the Downtown Village Development Corporation (DVDC) Greenway Project

Pierre Zundel and representatives of the University of Sudbury will travel to Moose Factory February 12th to confer an honorary doctorate to Edmund Metatawabin, an individual who has demonstrated exemplary leadership in his community.

Darren Stinson is seeking support his daughter's Bantam curling team who was invited by the Northern Ontario Curling Association to represent northern Ontario and Canada at the International Junior Club Championships in Arleshiem Switzerland. They have been raising money to get the kids and their coach to Switzerland on March 3rd to give them this amazing international experience despite their young age!

Tickets can be purchased from Maryse - \$2 each or 3 for \$5.

GSDC Board Member Issues None were presented

Upcoming Events

Next Board Meeting Wednesday March 11, 2015.

It was noted that the Charles Cirtwill, Northern Policy Institute Luncheon Series is cancelled.

International Women's Day with Alicia Woods
March 6, 8:00 – 10:00 a.m., Ristorante Verdicchio

Chamber Luncheons &
Other Events

Adjournment The meeting adjourned at 1:06 p.m.



Chair



Secretary