

**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, March 11, 2015
Commencement: 11:40 a.m.**

Chair

WENDY WATSON IN THE CHAIR

Present

Brent Battistelli, Brian Vaillancourt, Daran Moxam, Deb McIntosh, Gisèle Chrétien, Iyo Grenon, Jennifer Witty, Lynne Reynolds, Mark Signoretti, and Pierre Zundel

City Officials

Ian Wood, Eleethea Savage, Emily Trottier, Paul Reid, Scott Rennie, Jacinda McLean, Shawna Panas-Cole, Meredith Armstrong, Judy Benvenuti, Maureen Chiesa, Kelly Bonnell, Jessica Joy, Jody Cameron, Marie-Catherine Edsall, and Maryse Boisvert

Guests

Kate Bowman,
Mike Penwarden, Co-Chair of Arts & Culture Strategy Steering Committee
Pierre Seguin, Ministry of Northern Development and Mines
Paul Denis, FedNor
Dominic Giroux, Laurentian University

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

None were declared

Minutes

2015-012 Mark Signoretti / Deb McIntosh: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of February 11, 2015 be adopted.

CARRIED

Presentation:

Greater Sudbury Cultural Action Plan

Michael Penwarden, Cultural Plan Steering Committee Co-Chair presented the draft Cultural Plan to the GSDC Board, highlighting the strategic direction which included creative identity, creative people, creative places, and creative economy. The development of the Action Plan took five years and the Committee is mindful of the commitment it took to complete this guide.

Information was gathered from internal and external resources through surveys.

Key findings to formulating the strategic direction of the Cultural Plan are:

- Creative identity
- Creative people
- Creative places, and
- Creative economy

A video created on a volunteer basis by Jason Jallet from Motion Arc Pictures, featured Daniel Aubin, former Poet Laureate captured the essence of Greater Sudbury's culture and the value it plays in our everyday lives was shared.

Greater Sudbury Cultural Action
Plan cont'd

2015-013 Lynne Reynolds / Jennifer Witty: Whereas the City of Greater Sudbury has recognized “an expanded, thriving and sustainable arts and culture community” as an economic engine with significant contribution to the quality of life in the community (*Digging Deeper Economic Development Strategic Plan*); and

Whereas a volunteer Steering Committee has worked with staff to engage broad community input to develop a set of priorities relating to culture

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors accept and endorse the goals outlined in the *Greater Sudbury Cultural Plan 2015 – 2020*, and

Further, that GSDC staff be directed to recruit community representatives to sit on a Cultural Action Committee to act as a leadership group during the implementation phase of the Cultural Plan.

CARRIED

Reports:

C.E.D Committee Report

The C.E.D. Committee Chair provided an update to the Board on the February 27th meeting.

CION – Year 2 Funding

The Committee Chair shared the GSDC staff have been working with the Cultural Industries Ontario North (CION) to establish roles and responsibilities, and are satisfied with their weekly reporting.

CION has reshaped programs and services with the overall goal of meeting the needs of a growing industry. CION will continue to advance the development and promotion of Northern Ontario’s digital/film media and music industries to attract investment in film and television projects, create new revenue opportunities for Northern Ontario communities, artists and production professionals.

The CED Committee unanimously recommended that the GSDC Board of Directors approve the proponent’s request for renewed funding.

2015-014 Lynne Reynolds / Jennifer Witty Whereas in July 2013 the Greater Sudbury Development Corporation approved funding to Cultural Industries Ontario North (CION) through the Economic Development Fund to support and promote the local film and music industries, Music & Film in Motion and the Laugh out Loud Comedy Festival with a multi-year conditional commitment in the amount of \$195,000 (\$65,000 each year for three years); and

Whereas CION has successfully completed Year 1 deliverables; and

Whereas funding delays resulted in a later project start date;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support CION’s multi-year funding request in the amount of \$65,000 for Year 2; and

That the Funding Agreement be amended to change the project completion date from July 31, 2016 to July 31, 2017.

CARRIED

CTRI – Year 3 Funding

Staff provided a brief review of Cancer Therapeutics Research Initiative (CTRI) project and the status regarding Year 2 project deliverables.

2015-015 Brian Vaillancourt / Jennifer Witty Whereas the Community Economic Development Strategic Plan for Greater Sudbury, *Digging Deeper*, identifies a Regional Centre for Health Services Expertise in Northeastern Ontario and a Leader in Advanced Education, Research and Innovation as two of the five economic growth engines; and

Whereas the Northern Ontario Cancer Therapeutics Research Initiative (CTRI) has provided a progress report on the Year 2 deliverables which have been achieved;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support a Year 3 of 5 multi-year funding request from the Northern Ontario Cancer Therapeutics Research Initiative (CTRI) in the amount of \$100,000 from the 2014 Economic Development Fund; and

That CTRI be required to provide a progress report on the Year 3 deliverables outlined in their application before funding for Year 4 would be considered.

CARRIED

AGS - Update

Ian took the opportunity to update the Board on Council's decision to support the Art Gallery of Sudbury (AGS) with a long term funding agreement of \$200,000 per year, starting in 2016.

Of this amount, \$100,000 would be funded through a permanent reduction in the Arts and Culture Operational Grant Funds transfer to the GSDC and the additional \$100,000 would come from the City of Greater Sudbury.

It was also noted that the GSDC Executive had provided \$10,000 from the Special Projects Fund to support a financial and business analysis of the AGS by KPMG.

CEMI – Update

A final decision on support for the CEMI CAP proposal was deferred to the April meeting. Ian indicated that the Board that the GSDC will have all pertinent materials for the April 8th Board meeting.

Downtown Initiatives

The Downtown Development Project Reporter was presented to Board members.

It was noted that some projects are unassigned as some leads have recently changed positions but it is understood that these projects will be reassigned in the near future.

A presentation to CGS Council regarding arena renewal is expected on Tuesday, March 31st.

The GSDC Board was asked consider which projects they would consider giving priorities to and how they can see themselves engaging with the prioritized projects.

Discussion took place regarding the question of combining projects together to create more efficient or achievable projects.

Downtown Initiatives cont'd

Some progress has taken place on this. As an example, staff indicated that the Conference Centre and Hotel Development initiatives are being followed up in a joint fashion.

Staff was directed to return to a future meeting with some recommendations for next steps and Board involvement in Downtown Initiatives.

#gs2025 - Update

The final community engagement activities are winding down and there are three sector specific discussions scheduled for next week. At the same time, the consultants are compiling the collected data to generate a draft report for April.

Ian also encouraged Board Members to reflect and submit their thoughts electronically by visiting the [#gs2025](#) website or by participating in the community engagement activities, and share these opportunities with their networks.

Director's Report

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

- The Prospectors and Developers Association of Canada (PDAC) was a success and the GSDC partnership reception was overwhelmingly attended.
 - scaling back on the number of guests attending the reception will be considered for the 2016 conference
- The GSDC acknowledged that the City of Greater Sudbury was awarded the Festivals & Events Ontario (FEO) 2015 Municipality of the Year Award
- Jacinda McLean has accepted a temporary role as Business Development Officer to focus on our *From the Ground Up* project

Other Business Laurentian University Barrie Initiative

Dominic Giroux, President of Laurentian University provided an overview of the university's 2012-2017 strategic plan which included the Barrie initiative.

The PowerPoint presentation highlighted the university's research and the number of university registrants from southern cities that are enrolled at LU, as well as the positive economic impact of the university on the City of Greater Sudbury.

An embedded [video](#) displayed the economic development advantages of the Barrie initiative.

Dominic indicated that the essential message is that Laurentian in Barrie will create a more sustainable university in Sudbury. The overall broader footprint expansion will also attract people with skills and business to Sudbury.

GSDC Board Member Issues

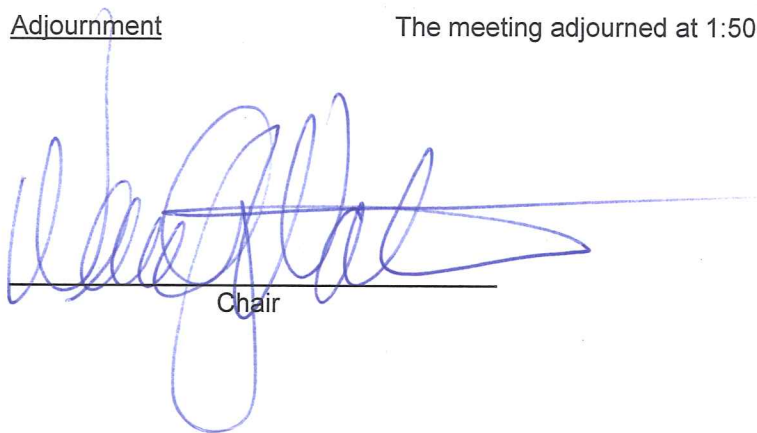
Iyo shared that the Caribbean-Canada Emerging Leaders' Dialogues ([CCELD](#)), a program that pairs young leaders with their counterparts in the Caribbean is seeking applicants from northern Ontario. The application deadline has been extended to March 31st and she encouraged Board members to share with their networks and to consider sponsoring a participant.

Upcoming Events

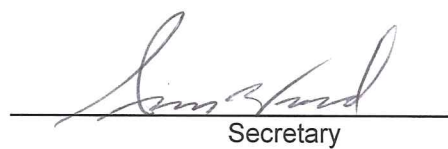
Next Board Meeting Wednesday April 8, 2015.

Adjournment

The meeting adjourned at 1:50 p.m.



Chair



Secretary