

**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, April 8, 2015  
Commencement: 11:40 a.m.

Chair

**DARREN STINSON IN THE CHAIR**

Present

Brent Battistelli, Daran Moxam, Deb McIntosh, Gisèle Chrétien, Lynne Reynolds, Mark Laberge, Mark Signoretti, Paul Kusnierczyk, Wendy Watson, and Pierre Zundel (via teleconference)

City Officials

Ian Wood, Meredith Armstrong, Eleethea Savage, Jean-Mathieu Chenier, Liam McGill, Emily Trottier, Paul Baskcomb, Paul Reid, Scott Rennie, Jacinda McLean, Shawna Panas-Cole, Maureen Chiesa, Jessica Joy, Jody Cameron, and Maryse Boisvert

Agenda Review

Item 10: Draft 2015 Economic Development Staff Workplan was removed.

Declarations of  
Conflict of Interest

None were declared

Minutes

**2015-017 Paul Kusnierczyk / Deb McIntosh:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of March 11, 2015 be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee meeting notes of March 19, 2015 were presented to Board members.

Presentation

There were no presentations.

Reports:

Quarterly Financial Update

As identified in the memo, GSDC staff recommend that the unexpended funds from Sudbury & District Motorsports, Learning City Initiative, Downtown Market Strategy, and Investment Attraction be returned to the Economic Development Fund Envelope and made available for allocation to new projects.

Ian referred to the Current Status of the Economic Development Fund and explained that it provided an accurate picture of the funds 'current' status and that of the funds if the recommended resolutions are accepted.

In response to why another resolution was brought forward to the Board for the Learning City Initiative; the language used in the January 14<sup>th</sup> resolution did not accurately reflect the status of the funds from a CGS Finance perspective.

Quarterly Financial Update  
cont'd

**2015-018 Daran Moxam / Deb McIntosh:** That the Greater Sudbury Board of Directors rescinds that portion of Motion 2015-002, passed at the Regular Meeting of January 14, 2015, related to the Learning City Initiative, and substitutes the following:

- Learning City Initiative

That the Greater Sudbury Development Corporation Board of Directors approves the transfer of the previously approved commitments related to the Learning City Initiative outlined below, back into uncommitted funds under the Economic Development Project fund envelope and rescinds any future commitments identified:

- a. The unexpended amount remaining of Year 2 of 5, totaling \$47,222.18
- b. Year 3 of 5, totaling \$50,000 and,

Further, those future commitments to Years 4 and 5 of the Learning City Initiative be rescinded.

**CARRIED**

- Sudbury and District Motorsports
- Downtown Market Strategy
- Investment Attraction Strategy Development
- Film Development Marketing Initiative

**2005-019 Paul Kusnierczyk / Gisèle Chrétien:** That the Greater Sudbury Development Corporation Board of Directors approves the transfer of the previously approved commitments (stated below) back into uncommitted funds under the Economic Development Project fund envelope and rescinds any future commitments identified:

- a. The unexpended amount remaining for Sudbury and District Motorsports, totaling \$7,648.37, (\$50,000 originally committed July 4, 2012)
- b. \$25,000 for Downtown Market Strategy (original commitment March 13, 2013)
- c. The unexpended amount remaining for Investment Attraction Strategy Development, totaling \$26,280.70 (original commitment of \$100,000 on March 13, 2013)
- d. \$27,500 for Film Development Marketing (original commitment March 13, 2013)

**CARRIED**

C.E.D Committee

CEMI

The C.E.D. Committee Chair provided a brief background on the proponent Centre of Excellence in Mining Innovation (CEMI)'s presentation (January 14<sup>th</sup>) on the Commercialization Attainment Program (CAP) which is the central program within the commercialization of services offered by the Ultra-Deep Mining Network (UDMN) and as discussed at the March meeting, all outstanding information has been provided by the proponent.

C.E.D Committee cont'd

C.E.D. Committee member shared that the project is Sudbury focused and will utilize the strengths that we already have; mining.

**2015-020 Gisèle Chrétien / Daran Moxam:** WHEREAS at its meeting of January 14, 2015, the Greater Sudbury Development Corporation Board of Directors were presented the Commercialization Attainment Program (CAP) which is a central program designed to advance the commercialization of services offered by the Ultra-Deep Mining Network (UDMN) by the Centre of Excellence in Mining Innovation (CEMI), and

WHEREAS the Commercialization Attainment Program (CAP) is designated to assist Sudbury's Small, Medium Enterprises (SME's) commercialize the research of Ultra-Deep Mining Network (UDMN), resulting in employment, innovation, and new business created;

THEREFORE BE IT RESOLVED, THAT the Greater Sudbury Development Corporation Board of Directors supports and recommends that the City of Greater Sudbury Council support and ratify the funding request of \$1,000,000 to the Commercialization Attainment Program (CAP) proposal, to be funded by the Economic Development Fund as follows:

- 2015 - \$200,000
- 2016 - \$200,000
- 2017 - \$200,000
- 2018 - \$200,000
- 2019 - \$200,000

Further, that CEMI be required to report on each year's activities and results of deliverables, prior to confirmation of funding for the following year, and

Further, that the Greater Sudbury Development Corporation Board of Directors indicates to the City of Greater Sudbury Council that, based on the information received and research completed, Centre of Excellence in Mining Innovation's request represents a sound economic development opportunity for this community.

**CARRIED**

#gs2025 – Update

Ian presented the Board with a presentation highlighting the following participation and submission results:

#gs2015 meets gs2025 kick-off event:

- more than 70 people on site and additional 286 views on live stream
- social media had over 80 users posting 622 comments which garnered a reach of over 87,000 and nearly 500,000 impressions

Community engagement:

- more than 2,300 submissions, including 1,000 secondary & post-secondary students, 50 key sector stakeholders, 70 one on one interviews via consultant

Other key facts:

- |                                  |                               |
|----------------------------------|-------------------------------|
| ○ 317 Facebook Likes             | ○ 5,000 lip balms distributed |
| ○ 797 Twitter Followers          | ○ 1,500 post cards handed out |
| ○ 589 unique visitors to website | ○ 500 fortune tellers made    |

From an economic development perspective, the common themes that emerged from the consultations are:

- beautification
- downtown development
- housing
- leveraging our natural assets
- road infrastructure
- regional retail sector
- municipal transit

Key finding from the one-on-one interviews:

- mining supply and services remains the foundation of the local economy
- building, attracting and retaining talent and skills in the workforce
- economic diversification
- innovation will be a force that differentiates us from our competitors
- support for entrepreneurs
- environmental field –develop cleantech and green industry
- design innovation – downtown redevelopment

The preliminary results will be presented to the Strategic Plan steering committee in May and the findings will be presented to the Board in June.

#### Director's Report

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

- A Northern Ontario Exports Retreat is scheduled for June 17<sup>th</sup>. The retreat is being organized by Scott Rennie, Mining Supply and Services Export Assistance (MSSEA) program and Kaitlyn Dunn, Junior Business Officer.
- A five-part business planning workshop is being offered to Greater Sudbury artists. Positive responses have been gathered from the first session attendees.
- The Cultural Plan will be presented to City Council on April 28<sup>th</sup> by Co-Chairs Michael Penwarden and Gisèle Chrétien
- The GSDC Board Chair is presenting to Council Tuesday, April 16 at 6:00 p.m.

#### Other Business:

- Request for Sponsorship

Centre de santé communautaire du grand Sudbury submitted a request for sponsorship in the amount of \$5,000 for a forum for the francophone community and the Community planning committee of Sudbury. The forum theme "Celebrate the past, Plan for the Future" will take place May 1 and 2, 2015 with the following desired outcomes:

- a common vision for the francophone community
- identify priorities for the francophone community for the next years
- providing input into the GSDC strategic planning process From the Ground Up

Staff noted:

A request for translation of correspondence items placed on the agenda.

**2015-021 Paul Kusnierczyk / Gisèle Chrétien:** Whereas le Centre de santé communautaire du Grand Sudbury is administering a Francophone community forum on May 1-2, 2015; and

Whereas the forum organizers have the following desired outcomes:

- A common vision for the francophone community
- Identify priorities for the francophone community for the next years
- Providing input into the GSDC strategic planning process *From the Ground Up*; and

*Request for sponsorship cont'd*

Whereas the Board of the Greater Sudbury Development Corporation wishes to support the further development of the Greater Sudbury Francophone community;

Therefore be it resolved that the Board of the Greater Sudbury development Corporation agrees to provide le Centre de santé communautaire with sponsorship in the amount of \$5,000 to defray promotional costs and encourage youth participation.

**CARRIED (with one abstention)**

GSDC Board Member Issues

None were presented

Upcoming Events

Next Board Meeting

Wednesday May 13, 2015

Chamber of Commerce  
Events

- Greater Sudbury Business Exchange - April 14
- Breakfast with Champions: Dr. McClure, HSN - April 21
- President Series Luncheon: Jean Daniel Gervais, Keurig Canada - April 29

In-Camera

The regular meeting moved to a closed session at 12:35 p.m.

**2015-022 Deb McIntosh / Brent Battistelli:** That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to a closed session.

Ian and Meredith presented a proposal regarding a marketing partnership with Greater Sudbury and a national television production.

**2015-IC001 Wendy Watson / Mark Signoretti:** Whereas the City of Greater Sudbury has been presented with a unique and unprecedented opportunity to promote our city on a national stage through a television project that is well-aligned in terms of image and message with the city's goals for economic development and tourism; and

Whereas staff have negotiated support of local and regional partners totaling \$195,000 towards the cost of episode production as well as significant paid and earned media value on the national stage.

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors authorize the Director of Economic Development to enter into an agreement with Bell Media Inc. to stage a full episode of a nationally-televised primetime program in Greater Sudbury in 2015, and

Further, that the GSDC Board approve a contribution of \$50,000 from the 2015 Economic Development Fund towards the \$250,000 partnership that will secure the realization of this media opportunity for our community.

**CARRIED**

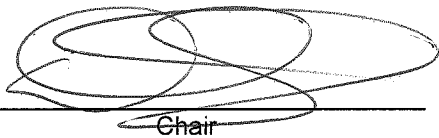
Reconvene Regular Board Meeting

The closed session concluded and the Board reconvened to the regular meeting at 1:50 p.m.

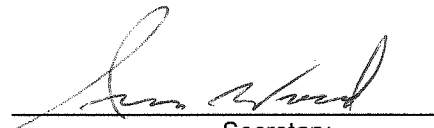
**2015-023 Paul Kusnierczyk / Deb McIntosh:** That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

Adjournment

The meeting adjourned at 12:55 p.m.



Chair



Secretary