

**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, May 13, 2015
Commencement: 11:41 a.m.

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Brian Bigger, Brian Vaillancourt, Daran Moxam, Deb McIntosh, Gisèle Chrétien, Iyo Grenon (via teleconference), Jennifer Witty, Lynne Reynolds (D. 12:25 p.m.), Mark Laberge, Pierre Zundel, and Wendy Watson

City Officials

Ian Wood, Meredith Armstrong, Bob Johnston, Paul Baskcomb, Maureen Chiesa, Dana Jennings, Eleethea Savage, Emily Trottier, Jacinda McLean, Judy Benvenuti, Jody Cameron, Liam McGill, and Maryse Boisvert

Guests

Debbi Nicholson – Sudbury Chamber of Commerce
Paul Denis, FedNor
Pierre Séguin, Ministry of Northern Development and Mines

Agenda Review

Item 3.a – GSDC Board Regular Meeting Minutes of April 8, 2015: a motion to approve the minutes would not be presented as the Executive Committee had not had the opportunity to review the minutes.

Declarations of
Conflict of Interest

None were declared

Executive Committee Notes

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

Nomination Committee
Update

Committee Chair Darren Stinson thanked the Committee members for participating in the selection process and ensuring the representation of expertise was conforming to the Board.

Ian added that the GSDC Board has three processes: the GSDC being incorporated under the provincial Corporations Act, By-law No. 5, and GSDC procedures, which indicate that any vacancy occurring in the board of directors may be filled for the remainder of the term by the directors then in office.

Darren shared that Troy Rainville had the desire to continue serving the Board but was unable to attend due to his new position in Toronto.

The Committee received five applications and have two candidates to recommend for appointment to the Board:

David Paquette, Health Sciences
Peter Nykilchuk, Hotel Services Industry

2015-024 Gisèle Chrétien / Brian Vaillancourt: That the members of the Greater Sudbury Development Corporation appoint David Paquette and Peter Nykilchuk to serve on the Board of Directors of the City of Greater Sudbury Community Development Corporation for a one (1) year term ending June 2016.

CARRIED

Reports:

CED Committee
Downtown Sudbury Indie
Cinema Cooperative (DSICC)

CED Committee member Brian Vaillancourt brought forward the concerns shared by the CED Committee after the DSICC Project Manager Beth Mairs made a presentation to the Committee in April:

- Members were not comfortable with the level of business planning that was presented by the proponent; however, there was consensus that the concept was good. What was presented lacked planning for long-term sustainability.
- The Committee would have liked to have seen some research on strategic plans from other cinemas following a similar model.
- Though the project is driven by passion, there is more business planning required.

The proposed motion from the CED Committee was read: "...support SDICC with up to \$15,000 from the 2015 Economic Development Fund to carry out a feasibility study by a recognized third party professional. This study must include a business plan and industry scan and three quotes are required as part of a competitive process. "

Members of the Board expressed the following:

- Without the 'comfy chair' sales to patrons, the DSICC will have a difficult time raising the needed funds.
- The proponent plans to work with the landlord for a makeover into creative spaces which would fit with the cultural plan.
- Creating a partnership with Cinéfest could have a positive economic impact

In response, CED Committee members added that the proponent's business plan, which was prepared by the DSICC itself, lacked the essentials of a solid business plan (feasibility study, strategic planning, and planning for long-term sustainability) and that the CED Committee is entrusted by the GSDC Board to endorse proponents that display viability and economic benefits to the community. In the absence of providing quality of essence for the project and expertise of the DSICC's board members, the business discipline was not in place.

It was also clarified that the purpose of the business plan exercise would benefit the organization, and would in fact build on the work they had already completed. The feasibility study is not to prevent the project but rather help the DSICC move forward. Staff noted that representatives of other funding agencies had also confirmed that such a study would be beneficial to the proponent's other funding applications.

Based on assistance from the GSDC staff and the resources from the Regional Business Centre, the DSICC would be well supported to meet the proposed deliverables; therefore the CED committee recommended 'fast-tracking' the process towards their Phase 2 application once the feasibility study work was completed and reviewed.

Members of the Board were satisfied with the rationale for the feasibility study.

SDICC cont'd

2015-025 Brian Vaillancourt / Deb McIntosh: Whereas the Sudbury Downtown Indie Cinema Co-operative (SDICC) is a newly incorporated not-for-profit organization with the mandate of screening independent films and providing space for other creative pursuits; and

Whereas SDICC has requested multi-year funding for capital upgrades and staffing in the amount of \$95,215 (\$55,215 in Year 1, \$20,000 in Year 2 and \$20,000 in Year 3); and

Whereas further business planning is required in order to demonstrate the long term sustainability of this project;

Therefore be it resolved that the Greater Sudbury Development Corporation support SDICC with up to \$15,000 from the 2015 Economic Development Fund to carry out a feasibility study by a recognized third party professional. This study must include a business plan and industry scan and three quotes are required as part of a competitive process.

And further, that any further grant would be conditional on the following deliverables:

1. A satisfactory evaluation of the feasibility study;
2. Confirmation that the funding outlined in the Phase 2 budget has been secured;
3. Formation of a formal board of directors with appropriate accounting, legal and business expertise to oversee the project.

And further, that the report addressing these deliverables will be reviewed and approved by the Community Economic Development Committee prior to any release of funds.

CARRIED

NORCAT

The proponent met their Year 1 deliverables and the CED Committee brought forward their recommendation to grant Year 2 of 2 funding agreement.

2015-026 Gisèle Chrétien / Brent Battistelli: Whereas Norcat has completed Year 1 of their expansion which included hiring a manager of the Simulation Training Centre and a manager of the Underground Technology Centre; and

Whereas the Greater Sudbury Development Corporation Board of Directors had agreed to provide funding for these two new positions in the amount of \$200,000 at the rate of \$100,000 per year; and

Whereas Norcat has satisfied all the conditions of their funding agreement;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation provide Year 2 of 2 funding in the amount of \$100,000; and

Further, that Norcat provide a final report on the project by June 30, 2016.

CARRIED

Communication Plan Implementation

Jody Cameron, Web Marketing Manager, shared that it was identified in 2014 that the Communication Plan was a priority. The Communications Leadership will be coordinated through the internal marketing group. Ian and Darren plan initiatives and liaise with the Corporate communications group.

The Communication goals were scaled down to three main goals:

- To provide city leadership and citizens an awareness and better understanding of the importance of pro-active economic development for the growth and future of the city.
- To provide the city leadership and citizens an awareness and understanding of the importance of social development (arts/culture/education) to the future development of the city.
- To provide city leadership and citizens with regular updates on specific projects undertaken by the GSDC, their importance to the above, and the importance to the relevant sector to which the projects pertain. Tie the outcomes to the strategic plan objectives. (Pillars/From the Ground Up/Digging Deeper/Tourism/social development/etc.)

Jody reassured the Board that the budget amounts included in the package were estimated by the consultant with the assumption that the initiatives would be prepared externally. Fortunately, we have the resources for most of the initiatives; therefore they will be produced internally.

Questions from Board members:

1. What are the next steps?
 - o The formation of an internal team
2. What will be utilized as measurements for the effectiveness of the communication plan and timing?
 - o One of the tactics will be determined by an increase in our services
 - o Reports to the Board
 - Board will decide on the reporting frequency
3. Are there updated timelines since the implementation is behind schedule?
 - o It was suggested that since the strategic plan is scheduled to be finalized in June, that they both be implemented at the same time. It would be a new start for the GSDC.

Special Projects Fund (SPF)

The SPF is used at the discretion of the GSDC Executive to provide support of up to \$10,000 at a time to initiatives that advance the goal of economic development within Greater Sudbury. Since the fund's last replenishment in March 2013, the following projects received support:

Balance as of March 13, 2013	\$30,447
<u>Organization</u>	<u>Funds Committed</u>
Leadership Summit 2013	\$10,000
TedXNickel City Sponsorship	\$5, 000
Leadership Summit 2014	\$5,088
Art Gallery Financial Analysis	\$10,000
Total	<u>\$30,088</u>
Current Funds Available for Investments	<u>\$359</u>

Special Projects Fund (SPF)
cont'd

2015-027 Brian Vaillancourt / Pierre Zundel: That the Greater Sudbury Development Corporation Board of Directors approves the allocation of \$25,000 from the 2015 Economic Development Fund to the GSDC Special Projects Fund.

CARRIED

Motorsports Update

As per the Terms of Reference the Steering Committee has:

- Developed a project vision and project objectives (previously shared with the Board)
 - Vision: To be northern Ontario's Premier Motorsports Park
- Analyzed numerous sites using a series of site criteria and weighting factors
 - Narrowed this down to three sites
 - We have had very initial conversations with these land owners about their appetite to be involved in such a project and so far each have been receptive.

The Steering Committee is now considering that they are at point where we need a third party (a consultant) to facilitate and assist with the feasibility of a partnership model for the development of the motorsports park.

- They would do this by specifically exploring the three identified sites.
- They would also be asked to explore the possible ownership model/operational model for each site.

It is the Steering Committee's intention to come to the next Board meeting with a more detailed proposal to hire a consultant for the Board consideration.

Director's Report

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

- Scott Rennie, Mining Supply and Services Export Assistance (MSSEA) program coordinator, and Kaitlyn Dunn, Junior Business Officer, are organizing a significant event, Northern Ontario Exports Forum scheduled for June 17th that will attract participants from firms such as Stantec, De Beers Canada, and Deloitte Consulting.
- A happy city indeed. The message is being incorporated in the Sudbury Living magazine and we will continue to creatively market the message.
- Congratulations to the Tourism staff for organizing the Federation of Northern Ontario Municipalities (FONOM) conference that was held in Sudbury May 6 – 8.
- A proposal was submitted to be the host municipality for artsVest. Sudbury participated in 2005 as part of pilot year and raised \$112,000 in new funding for arts organizations.
- A Farmers' Market update was provided to Council on Tuesday, May 12th. The Market Working Group has been very helpful with their guidance, layout decisions and have demonstrated their commitment to fiscal responsibility.

GSDC Board Member
Interests / Issues

Deb McIntosh shared that the Art Gallery of Sudbury is launching the Lynn Johnston touring exhibit, known for her comic strip *For Better or For Worse*. The show was developed by the Art Gallery of Sudbury, which received funding in the amount of \$50,000 from the GSDC last fall.

Darren thanked everyone for their support for his daughter's Bantam curling team and for Team Horgan, and shared the availability of sponsorship opportunities for next season. Darren will be attending the Bell Business Awards, sponsored by the GSDC to present a GSDC award.

Strategic Plan Update

With ongoing communication with the consultants, we are on a good path of where the Steering Committee wants to be. The consultants will be presenting to the Committee on Thursday, May 21st and the draft report will be brought forward to the Board in June.

Upcoming Events

Next Board Meeting


- a) Next Regular Board Meeting
Annual General Meeting of the Members
Special Meeting of Directors
- } June 10, 2015

Chamber of Commerce
Events

- b) Chamber of Commerce Events
 - Bell Business Awards: May 14 at the Caruso Club, 5:30 p.m.
 - President's Series Luncheon: Hon. Frank Iacobucci – May 26 at the Holiday Inn, noon
 - Breakfast with Champions: John van Nostrand – May 28 at Collège Boréal, 8:00 a.m.

Adjournment

The meeting adjourned at 12:54 p.m.



Chair



Secretary