

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

**Committee Room C-10
Tom Davies Square**

**Thursday, October 17th, 2013
Commencement: 11:35 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Fabio Belli, Gisèle Chrétien, Stéphane Gauthier, Dave Kilgour, Paul Kusnierczyk, Mark Laberge (D. 12:50 p.m.), Joscelyne Landry-Altman (A. 11:55 a.m.) Scott Lund, Darren Stinson, Brian Vaillancourt

City Officials

Doug Nadorozny (A. 12:20 p.m.), Paul Baskcomb (A. 12:05 p.m.), Ian Wood, Meredith Armstrong, Judy Benvenuti, Jody Cameron, Maureen Chiesa, John Antonioni, Jean-Mathieu Chenier, Scott Fisher, Dana Jennings, Jacinda McLean, Scott Rennie, Eleethea Savage, Emily Trottier, Mark Vainio, Sandy Brouse, Mark Gibeault, Meaghan Middaugh, Kathryn O'Leary, Christine Hogarth,

Guests

Henry Goegan, 50 Carleton

Agenda Review

It was advised that the report regarding AMRIC - item 6 a, would be presented and discussed in closed meeting.

Declarations of
Conflict of Interest

There were no declarations of conflict of interest.

Minutes

Scott Lund/Dave Kilgour: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of September 12th, 2013 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of September 4th, 2013 were presented to Board members.

Presentations:

Image & Marketing

Henry Goegan of 50 Carleton presented a proposed brand concept to the Board. The presentation included an overview of the brand evolution, brand personality, brand values, brand essence followed by the unveiling of the brand concept.

A question period and discussion followed the presentation. Concerns were expressed over the French translation. It was recommended that the French have the same effect as the English and not lose its meaning.

By consensus, the Board expressed its support for the concept and authorized staff and the consultant to continue with the next steps in the brand development process.

A final presentation to the Board is expected at a future Board meeting.

Reports:

Advanced Medical Research
Institute of Canada (AMRIC)

The regular meeting moved to a closed session at 12:05 p.m.

Staff presented the highlights of the staff evaluation report on the Advanced Medical Research Institute of Canada (AMRIC) request for funding.

Dave Kilgour/Scott Lund: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session for the discussion of AMRIC's request.

CARRIED

The closed session concluded and the Board reconvened to the regular meeting at 1:00 p.m.

Brian Vaillancourt/Gisèle Chrétien: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

CARRIED

Major Arts & Culture Report

Staff provided a report on the Arts & Culture Grant Program Eligibility Criteria. The review, which included an industry scan of best practices and discussions with past proponents, led to drafting revised definitions within the grant eligibility criteria for applicants within the two grant streams – Project Grants and Operating Grants. Staff provided an overview of the proposed changes.

A question period and discussion followed the report. The Board approved the proposed changes.

Dave Kilgour/Brian Vaillancourt: Whereas the growth of Sudbury's arts and culture sector provides residents and visitors with an enhanced quality of life and various outlets for creative expression; and

Whereas the provision of municipal arts grants supports continued operations and potential growth in the local arts community; and

Whereas the GSDC Arts and Culture Subcommittee has reviewed the current eligibility and application criteria and process has developed new guidelines and evaluation criteria and has clarified and streamlined the overall process in order to create additional transparency and fairness;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors accept the changes to the Arts & Culture Grant Program Policy, and

Further, that GSDC staff be directed to seek approval of Council for any changes required to the City of Greater Sudbury Arts and Culture Policy as a result of these recommended changes.

CARRIED

Sport Tourism

Staff provided an update on the advancement of the Sport Tourism Action Plan initiatives.

The action items include the following:

1. Establish Sport Tourism Advisory Panel and Internal CGS Sport Tourism Working Group.
2. Provide additional resources to support a more focused approach including additional research, sales/lead development, marketing & promotional activities and aggressive bidding process.
3. Build upon existing sport tourism network by attending events such as the Canadian Tourism Sport Alliance's Sport Events Congress, and

- other similar conferences.
4. Establish and build upon existing relationships with Ontario's 68 Provincial Sport Organizations (PSOs) and gain further information about the processes involved in hosting their events/competitions.
 5. Develop promotional plan to attract coaching clinics, training sessions, and other grassroots programs that will coincide with the 2015 Pan Am Games being held in Toronto.

Based on the research and consultation conducted, staff recommended the Board approve an additional \$25,000 towards sport tourism.

A question period and discussion followed the report.

Fabio Belli/Gisèle Chrétien: Whereas the Community Economic Development Strategic Plan for Greater Sudbury, *Digging Deeper*, identifies the importance of developing and implementing a Sport Tourism Action Plan; and

Whereas the development of such a plan closely aligns with the Destination Sudbury: 2015 long-term tourism strategy to coordinate efforts with various sports groups and other City departments to proactively attract tournaments; and

Whereas City Council supports Sport Tourism efforts as identified in the City of Greater Sudbury 2012-2014 Strategic Plan; and

Whereas staff have reported important organizational advances in Year 1 of the Action Plan as well as significant opportunities for Year 2;

Therefore be it resolved that the Greater Sudbury Development Corporation support Year 2 of 2 of the implementation of a Sport Tourism Action Plan with \$25,000 from the 2013 Economic Development Fund.

CARRIED

Director's Report

Several items were highlighted in the Director's Report.

A number of GSDC staff are engaged in planning and event execution for the upcoming, inaugural Laurentian Leadership Summit October 24th and 25th. As of October 11th, close to 120 business and community leaders have registered along with an additional 35 young leaders who have been invited to the Thursday evening keynote and networking reception.

A couple of videos that were developed to convey Sudbury's expertise, were posted to the investsudbury.ca website.

New touch-screen Tourism kiosks are in beta testing and will be installed over the next two months at Science North, Dynamic Earth and Ramakko's. The software for this engaging, interactive platform was designed and developed by GSDC marketing staff and will provide visitors with instant access to tourism information and buyable vacation packages.

Staff are participating on Group of Seven Steering Committee for Northeastern Ontario that will build on results developed in the Algoma region. Our role as part of this committee is to help advise, review and act as champions for the resulting recommendations that will arise from the research done on product development opportunities based on a Group of Seven them for our region.

Culture Days, a national campaign in its third year in Sudbury, took place from September 27th to 29th. Organizers across the city hosted a total of 46 events during Culture Days. CGS participated by hosting the first public event for the development of the Culture Plan at The Market, interacting with hundreds of people to collect input for the plan.

The Regional Business Centre/Bridges to Better Business CTV television advertisement was developed and aired from September 30th until the week of October 14th to promote the Annual Bridges to Better Business Conference which will be held October 21st to 25th.

Other Business

No other business was brought forward.

GSDC Board Member Issues

Stéphane Gauthier indicated that Le Carrefour, in collaboration with the “*We live up here*” group, is working on a new mural.

Scott Lund inquired on the progress of The Market. It was advised that staff is currently reviewing questionnaires that were filled out by vendors and consumers. Further information concerning The Market’s season is expected at a future meeting.

Councillor Joscelyne Landry-Altmann suggested the City and GSDC website should address citizens in their language of choice. Browsing other municipal websites who provide this service would be useful.

Upcoming Events

The next GSDC Board of Directors meeting will be on Wednesday, November 13th, 2013 at the Laurentian School of Architecture.

Adjournment

The meeting adjourned at 1:50 p.m.

Chair

Secretary