

**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, October 8, 2014
Commencement: 11:40 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Gisèle Chrétien, Iyo Grenon (A: 12:00 p.m.), Dave Kilgour, Paul Kusnierczyk, Marianne Matichuk (A: 12:26 p.m.), Daran Moxam, Troy Rainville, Brian Vaillancourt, Wendy Watson, Jennifer Witty

City Officials

Ian Wood, Meredith Armstrong, Jody Cameron, Judy Benvenuti, Maureen Chiesa, Jean-Mathieu Chénier, Emily Trottier, Scott Fisher, Liam McGill, Marie Edsall, Shawna Cole, Brendan Shand, Jason Ferrigan, Sandy Brouse, Jacinda McLean

Guests

Pierre Seguin - MNDM, Claude Rivet - MNDM (D: 12:30 p.m.)

Agenda Review

A change was made in the order of the presentations.

Declarations of
Conflict of Interest

None.

Minutes

2014-015 Brent Battistelli/Wendy Watson: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of September 10, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of September 9th, 2014 were presented to Board members.

Presentations:

Elgin Street Greenway
Update

Staff provided background information on the Elgin Street Greenway project, a one kilometer greenway connecting the Downtown to Bell Park and Science North. The project is in year two of its implementation and has completed reconnaissance, conceptual design and detailed design. Staff are currently working through the construction and tender documentation. Next steps include: finalization of the tender documents and estimates, presentation to City Council, pursuance of funding opportunities, tendering for construction and building of the Greenway. The Board asked questions about the cost of the project and how to help the project reach completion.

Arts & Culture Grant Process
Changes

Staff provided background information on the Arts and Culture Grants program and a history on the evolution of the program. Over the past few months, staff completed an industry scan of thirteen funding programs from various communities across Canada, a survey of past proponents and collected feedback from the grant subcommittee and advisory panel. These findings were presented to the board along with two recommended changes to the Arts and Culture Grant program. The first, to develop a multi-year funding process and second to restructure the evaluation committees to include community members as well as Board members. Following questions and debate among the board, the following motion was approved.

2014-016 Gisèle Chrétien/Brent Battistelli: Whereas the provision of municipal arts and culture grants supports continued operations and potential growth in the local community; and

Whereas, beginning in 2015, the City of Greater Sudbury Council has transferred the responsibility for the Arts & Culture Community Project Grants to the GSDC; and

Whereas multi-year funding provides arts and culture organizations with planning stability

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors accept the recommendations outlined in the report dated October 8th, 2014, and

Further, that GSDC staff be directed to implement an optional multi-year funding application process for arts and culture organizations in the Operating Stream, and

That GSDC staff begin the recruitment process to form the juries to assess both the Project and Operating Grants a result of these recommended changes.

CARRIED

Communication Plan

Staff provided an overview of the new branding and how it has been slowly rolled out over the last few months. A communication plan is currently being developed with the assistance of a local marketing firm. The plan would include the following components: the establishment of goals, identification of key audiences and messages, creation of a tactical outreach plan, a timeline and budget, followed by evaluation and monitoring. Interviews have been conducted with staff and board members, existing communication tools and protocols have been reviewed. A summary of the findings will be drafted and recommendations will be made over the next few week. A draft of the communication plan will be presented to the board in December with full implementation of the plan in early 2015.

Bridges to Better Business

Staff of the Regional Business Centre provided information on the twelve sessions being held October 20th – 24th during the Annual Bridges to Better Business Conference. Board members were encouraged to register for the sessions and invited to attend the Entrepreneur Panel Luncheon which features local business owners.

Reports:

C.E.D. Committee Report

The C.E.D. committee provided a verbal update to the Board on the meeting held on Friday September 26, 2014. The committee is reviewing and collecting additional information on a substantial multi-year request. Further updates will be provided at the next board meeting.

Ring of Fire Update

The Director provided an update on progress made to engage the Province and investigate the opportunity to be involved with the Ring of Fire Development Corporation. A firm has been working to develop the framework for the board of directors of the Ring of Fire Development Corporation. Until this process is finalized, no invitations to sit on the board will be extended.

Strategic Plan Update	The Director provided a verbal update on the Strategic Plan. Millier Dickinson Blais has been secured as the consultant to assist with the project. The Steering Committee will meet next week to focus on the development of an overall vision and consultation process. An RFQ has been sent out to develop a communication plan.
Finance Update	A financial report was provided to the Board showing the disbursement of funds and upcoming commitments for 2014/2015. Funds have been tentatively included in the 2015 budget which will be presented to City Council following the election and inauguration of successful candidates.
Motorsports Steering Committee Notes <u>Director's Report</u>	The Motorsports Steering Committee notes from August 28 th were presented to Board members. The Director's report was presented to Board members.
	A 'Lean' training workshop titled "Preparing to Compete and Win in 2015" was held for more than 30 attendees of local mining supply and services firms. This workshop was developed by the GSDC in direct response to feedback received that this training would be valuable towards helping local firms be more competitive internationally.
	Laurentian University chemistry professor, Dr. Gerardo Ulibarri has recently been awarded \$112,000 from Grand Challenges Canada to help Guatemalan jungle communities combat malaria and dengue fever by curbing their mosquito populations. The ovitrap project was originally funded by the GSDC.
	Sudbury Tourism has partnered with Dynamic Earth, The Northern Ontario Railroad Museum and Heritage Centre, the Sudbury Theatre Centre and local hotels to offer an exciting Halloween package for visitors and locals through the Sudbury Tourism online reservation system.
	Staff and several community stakeholders continue to work on a potential bid for the 2018 Tim Horton's Brier, which would be held exactly 35 years from Sudbury's last Briers event hosting if the bid proposal is successful
	The Cultural Plan Forum scheduled for October 21 st has garnered significant enthusiasm so far with 25 stakeholders in attendance. CGS/GSDC staff will be facilitating the breakout sessions.
	Bell Park was transformed into an outdoor classroom for The Learning Spark play festival on September 27th, with more than 1,500 people attending this second annual event celebrating the importance of play-based learning. A video of the event showed children of all ages, accompanied by their parents or guardians.
	GSDC Staff are assisting the Greater Sudbury Police Service (GSPS) in preparation for their attendance at the Discover Policing Exposition taking place on October 15th in Toronto. GSDC Staff are providing GSPS with copies of several promotional videos, Sudbury Visitor Guides, welcome kits and are currently developing a postcard in partnership with GSPS.
	The Director wrapped up with an overview of the Economic Developers Association of Canada Conference held in Calgary, which he attended September 20 to October 1.

Board members commented and asked questions on a number of other items presented in the Report.

Other Business

None.

GSDC Board Member Issues

The Chair provided an update on the Porketta Bingo fundraisers that are being held. A local girl's hockey team will be holding a session on Friday October 10th. As well, the Copper Cliff Bantam Curling team will be hosting three dates (Oct 24, Nov 7, Nov 25), to raise money in order to attend the International Junior Invitational Curling Bonspiel in Switzerland in March 2015.

Upcoming Events

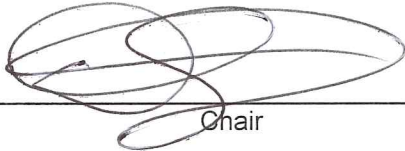
The next GSDC Board of Directors meeting will take place on Wednesday, November 12th, 2014.

Upcoming events:

- A) Next Board Meeting – November 12th, 2014
- B) Chamber Luncheons:
 - October 21st: Marc Boissoneault, Glencore
 - October 30th: Bill Best, Cambrian College
 - November 3rd: Kelly Strong, Vale
- C) Covergalls – Dragon's Den – October 15th
- D) Leadership Summit – October 16th & 17th
- E) Bridges to Better Business – October 20th – 24th

Adjournment

The meeting adjourned at 1:50 p.m.



Chair



Secretary