

**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, December 10, 2014
Commencement: 11:49 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Iyo Grenon, Joscelyne Landry-Altmann, Paul Kusnierczyk, Brian Bigger, Al Sizer, Darren Stinson, Wendy Watson, Jennifer Witty, Mark Laberge, and Troy Rainville

City Officials

Ian Wood, Maureen Chiesa, Emily Trottier, Jody Cameron, Scott Fisher, Scott Rennie, Liam McGill, Brendan Shand, Jacinda McLean, Marie-Catherine Edsall, Shawna Panas-Cole, Mike Whitehouse, and Maryse Boisvert

Guests

Debbi Nicholson – Chamber of Commerce, Pierre Séguin – MNDM

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

Jennifer Witty and Ian Wood declared a conflict of interest with the Vale Living with Lakes Centre, item # 6.B.

Minutes

2014-021 Brent Battistelli/Daran Moxam: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of November 12, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of November 10, 2014 were presented to Board members.

Presentations:

Draft GSDC / Economic
Development
Communication Plan

Jody Cameron, Web Marketing Project Manager summarized the Research findings and Top-line Recommendations emphasizing the need for consistency in the messaging; and for a concise policy and protocol.

Comments shared by the Directors:

- The key is looking at the messaging and have a lead that would communicate clearly and be consistent.
- Per council members' requests to maintain their involvement with GSDC, the Board meeting agendas will be forwarded via email, thus attending meetings with items of interest – an informed council would be GSDC's best ambassadors.
- Offering French language services would not only show pride of CGS, it would also appeal to prospective residents.
- A 'brag book' of activities and events throughout the city would be a valuable tool for tourists and residents – we should be boasting.
 - We should take civic pride
- Building a relationship with the media is imperative to the communications plan implementation

*Draft GSDC / Ec Dev
Communication Plan cont'd*

- Three vital points to good communication are:
 - Consistency
 - Detailed and concise
 - Frequency
- It is also important not to underestimate indirect tools, i.e.: open house. This would complement the goal of keeping both internal and external audiences informed and improve Sudbury's image.

Local Immigration Partnership
- update

Scott Fisher, Project Co-ordinator which is a funded position by Citizenship and Immigration Canada provided a background of the Local Immigration Partnership (LIP).

Scott presented an update on the LIP. Prior to the LIP being held by the CGS, the settlement sector in Sudbury was fractured, and may have resulted in the loss of funding, programming money, and jobs.

A one-stop centre is needed to attract and sustain immigrants to reside in CGS as the current system is too confusing.

It has been identified that employment is a major attribute for attracting immigrants and CGS's French language services is significant appeal.

The question was asked if growth had been observed and responded that statistics are currently trending upwards.

Reports:

Financial Update

With input from the Executive Committee, the revised user friendly format was reviewed and accepted by Directors. With a consistent layout, the new format will deliver pertinent information and will be produced for each year as a move forward. A front cover indicating the cash flow will display a current image of where the budget currently stands will be added to each year.

(Ian Wood and Jennifer Witty excused themselves at 12:57 p.m.)

C.E.D. Committee Report

An error in the November 28th CED meeting summary was noted. Item 1 - Declaration of Conflict of Interest should read: 'Ian Wood noted that he sits on the Laurentian University Board of Governors but holds no pecuniary interest in the *Vale Living with Lakes Centre* project coming forward today. The Committee agreed that Ian could be present during discussions.'

Place des arts

Although delays in securing funding from other sources for the TNO Place Des Arts Feasibility Study, they have fulfilled their commitments and filed an interim progress report with a revised budget. The committee was satisfied with TNO's level of commitment and additional investments from proponents as well as other sources, and recommended approval of final disbursement.

Vale Living with Lakes Centre

A brief recap of the situation was provided:

- February 2008, the (GSDC) approved a funding contribution of \$100,000 to LU to support the construction of the Vale Living with Lakes Centre. The Board also indicated that it would consider additional support of \$100,000 per year up to \$400,000, to support certain research activities, for a total contribution of \$500,000.

*Vale Living with Lakes Centre
cont'd*

- In April 2011, the Vale Living with Lakes Centre opened its doors. Of the \$500,000 approved by the GSDC, the first instalment of \$100,000 was flowed to Laurentian in April 2009; the second in July 2010; and the third in December 2011, leaving \$200,000 outstanding.
- In May 2014, GSDC staff met with representatives from the Living with Lakes Centre seeking a formal update on the project so that the remaining funds could be flowed. This meeting was followed by a letter in August, requesting that a report be submitted to the GSDC by September 30, 2014 or the file would be closed and the outstanding \$200,000 rescinded.

Though Living with Lakes achieved all 6 goals they originally outlined in their request, the 3-year reporting delay was a concern for the members of the CED Committee and a robust discussion ensued about whether the funds were actually needed by Living with Lakes since they had long since been spent, without any request for flow. There was also concern over the apparent disconnect between Living with Lakes team and LU Finance department regarding expense revenue tracking.

With no prior hold-back precedents to compare with, the committee decided that the lack of information was not sufficient to approving remaining funding.

Therefore a letter is being prepared for the Committee Chair's signature, outlining the committee's concerns to LU and until an acceptable rationalization is received, the funds will remain frozen.

(Ian Wood and Jennifer Witty returned at 1:12 p.m.)

Strategic Planning Update

Ian Wood updated the Board and introduced the new tag '#gs2025 – your community from the ground up'

A graphic was created to reach the younger demographic by utilizing the various social medias as a tool with the twitter concept. Integrated engaging social media activities have been tailored specifically to the target segments.

A strategic plan meeting with Mayor Bigger confirmed that the GSDC strategic plan in-line with Mayor Bigger's vision for 2025.

Board and Council members were invited to the press conference to launch the strategic plan scheduled for Thursday, December 18th @ 9:30 a.m. in room C-11.

Downtown Project Reporter

The report is attached for review.

Motorsports Steering
Committee Notes

A report was provided however no additional information or questions were raised.

In addition, Eleethea Savage, Brian Vaillancourt, and two members of the Motor Sports Steering Committee are presently in Indianapolis attending the 3rd annual Race Track Business Conference.

Chair's Items

On behalf of the GSDC Board of Directors, the Chair thanked Joscelyne Landry-Altman and Al Sizer for their contributions to the Board.

Director's Report

The Director's report was presented to Board members.

- The Regional Business Centre hosted, along with the three post secondary institutions and Norcat, ***Innovation for a Greater Sudbury*** on November 19th at Dynamic Earth. This networking event celebrated Sudbury's history and culture as a leader in environmental innovation, and featured a keynote address by Rui Resendes of GreenCentre Canada. It brought together academic, industry and government partners to celebrate the success of collaborative research projects in our community.
- Feedback regarding the Rogers Hometown Hockey event was highly positive, with the event organizer indicating it was the most attended event thus far. More details regarding attendance and statistics are expected in the next couple of weeks.
 - Recognition was observed for Brendan Shand and the numerous volunteers that made this event a success.
- In partnership with Norcat and Downtown Sudbury staff are currently working to establish a proposal for scaleable tech start up business incubator in the downtown. Business incubation provides ongoing business counseling to the entrepreneur. As stated by the National Business Incubators Association, "The goal of an incubator is not only to ensure the small business survives the start up period where they are most vulnerable, but to produce confident, successful graduates that are well-grounded financially and secure in their knowledge of how to run a productive business independently within two or three years of start-up." Over the past several weeks, the project team has been exploring what this model would look like, who would best lead the initiative and where should it be located in the downtown?
 - A working group with Norcat has been established
 - Potential real estate properties have been researched

Other Business

Final Words

- Joscelyne Landry-Altman

Gratitude was expressed to the Directors for their commitment to the CGS. She also recommended that the strategic plan promote French language services and the 'brag book'.

Laurentian University

- Barrie campus

A Board member questioned whether Laurentian University's plans to construct a stand-alone campus in Barrie will have a negative impact on the economic development contribution of the current Sudbury Campus. After some discussion the Board agreed to extend an invitation to Dominic Giroux, LU President to provide the Board with more information.

Final Words

- Al Sizer

Recognition to the Board for the good work they do for the CGS, emphasizing that "for Council to be successful – this Board must be successful."

GSDC Board Member Issues

None were presented.

Upcoming Events

Next Board Meeting

Wednesday January 14, 2015.

Chamber Luncheons &
Other Events

Debbi Nicholson, President & CED of the Greater Sudbury Chamber of Commerce introduced the Business Xchange events that will replace the previous After Business events.

Board Offsite Social

A social has been organized on Wednesday, January 7, 2015 at 5:00 p.m. at Au pied du rocher restaurant, located at Collège Boréal.

The objective of the social evening is to acquaint current and new Directors, provide information on the CED processes and the GSDC functions.

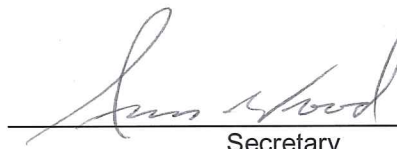
The venue was arranged by Brian Vaillancourt.

Adjournment

The meeting adjourned at 1:39 p.m.



Chair



Secretary

