

**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 11th, 2013
Commencement: 11:45 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Gisèle Chrétien, Stéphane Gauthier, Vicki Jacobs, Dave Kilgour, Paul Kusnierczyk, Mark Laberge, Joscelyne Landry-Altmann, Scott Lund, Marianne Matichuk, Troy Rainville, Darren Stinson, Brian Vaillancourt, Wendy Watson

City Officials

Doug Nadorozny, Paul Baskcomb, Ian Wood, Meredith Armstrong, Judy Benvenuti, Jody Cameron, Maureen Chiesa, Jean-Mathieu Chenier, Scott Fisher, Eleethea Savage, Dana Jennings, Scott Rennie, Emily Trottier, Mark Vainio, Eliza Bennett, Christine Hogarth, Kathryn O'Leary

Guests

Henry Goegan and Tony Jurgilas, 50 Carleton; Denis Rochon, Ministry of Northern Development and Mines

Agenda Review

The financial update (item 6d) was moved to item 6a, prior to the C.E.D. report.

Mayor Matichuk provided remarks under item 9.

Declarations of
Conflict of Interest

Dave Kilgour declared a conflict of interest with item 6a – NORCAT Expansion of Innovation Centre.

Minutes

Joscelyne Landry-Altmann/Gisèle Chrétien: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of November 13, 2013 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of November 6th, 2013 were presented to Board members.

Presentations:
Branding

Henry Goegan and Tony Jurgilas presented the brand concept to the Board. The presentation included a review of the material to date and concluded by revealing the brand – Sudbury: Canada's Resourceful City.

A question period and discussion followed the presentation. For information purposes, the consultants will circulate the additional French translation options that were considered.

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

Reports:
Financial Update

Staff provided a financial update of the Economic Development Grant Fund and an overview of future commitments.

It was indicated that at its meeting of December 10th, Council authorized a transfer of \$960,186 from its 2014 budget to the Economic Development Grant Fund. This amount is funding from Council provided to the GSDC Board for strategic investment.

It was noted that in 2012 the amount was \$922,901 and in 2013 it was \$941,359.

The Board agreed to send a letter to Council thanking them for the contribution.

Gisèle Chrétien/Joscelyne Landry-Altmann: 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 Grant Fund envelope and rescind any future commitments identified.

1. Northern Ontario Growth Plan – Position Document - \$3,894.39
 - Original motion passed on June 12, 2013 for \$10,000

CARRIED

C.E.D. Committee Report

The Chair of the C.E.D. Committee provided an update to the Board on the last meeting which was held on Friday, November 29, 2013.

NORCAT: Expansion of Innovation Centre

Dave Kilgour declared a conflict of interest with NORCAT and left the meeting.

Don Duval of NORCAT delivered a presentation to the CED Committee in support of its application for \$300,000 in funding for facility improvements and simulator purchase. The expansion plans focussed on three program resources: Manager of Regional Innovation Centre, Manager of Underground Technology Testing/Innovation Centre, and Manager of NORCAT Mining Simulation Training Centre.

NORCAT recently received an investment by NOHFC, Vale, KGHM, and Glencore for the Mining Simulation Training Centre.

The committee agreed to recommend that the GSDC Board support this project in the amount of \$200,000 (\$100,000 per year) for two of the three program resources: Manager of Underground Technology Testing/Innovation Centre and Manager of NORCAT Mining Simulation Training Centre.

There were no comments or questions.

Vicki Jacobs/Paul Kusnierczyk: WHEREAS NORCAT is expanding its innovation centre that includes facility improvements and simulator purchase; and

WHEREAS the expansion plans focus on three program resources: Manager of Regional Innovation Centre, Manager of Underground Technology Testing/Innovation Centre, and Manager of NORCAT Mining Simulation Training Centre; and

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors provide funding support to NORCAT, in the amount of \$100,000 for Year 1 of a 2 year commitment (\$100,000 in 2013 and \$100,000 in 2014) from the Economic Development Fund for two of the three proposed program resources: Manager of Underground Technology Testing/Innovation Centre and Manager of NORCAT Mining Simulation Training Centre, conditional upon receiving other funding; and

FURTHER that, as part of Year 1 deliverables, NORCAT be requested to formalize its relationship with the Regional Business Centre through a Memorandum of Understanding that outlines how both organizations will work together to deliver complementary services to small and medium size enterprises and local entrepreneurs; and

FURTHER that NORCAT provide a progress report on Year 1 deliverables prior to Year 2 funding being considered.

CARRIED

Dave Kilgour returned to the meeting.

Salon du livre: Biannual Book Fair

Roxanne Charlebois and Sylvie Lessard of le Salon du livre delivered a presentation to the CED Committee in support of their application for \$50,000 in funding for their 6th Biannual French Book Fair and Literary Festival.

The committee strongly encouraged Le Salon to actively seek alternate sources of revenue for the event's sustainability.

Staff were asked to inform the event organizers that they should not expect CED funding in future unless it was a new initiative. It was stressed with this group that CED Funding needs to be for something new and it is not operational funding.

The committee agreed to recommend that the GSDC Board support this project in the amount of \$33,155, representing 10% of the project budget.

There were no comments or questions.

Stéphane Gauthier/Vicki Jacobs: WHEREAS Le Salon du livre du Grand Sudbury is hosting its sixth biannual book fair and literary festival in 2014 in downtown Sudbury and has proved itself as an asset to the City of Greater Sudbury's arts scene and cultural identity, and

WHEREAS it has embarked on a partnership with La Galerie du Nouvel-Ontario's alternative arts fair (FAAS) to share common branding strategies, increase promotion and implement targeted tourism development tactics.

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation support the 6th Edition of the French Book Fair and Literary Festival project's one-year Economic Development Fund request in the amount of \$33,155 for 2014 to be used towards the event; and

That Le Salon du livre provide a post-event report on deliverables as outlined in the application; and

That staff be directed to work with the organization to actively seek alternate sources of revenue for the event's sustainability over the long term.

CARRIED

Request from City Council re: AMRIC

At the GSDC Board of Directors meeting of November 13th, the Board passed a resolution that provided conditional approval of AMRIC funding. The motion along with a report requesting additional funding from Council was brought to Council for ratification.

At its December 10th meeting, Council made the following decisions:

1. Council ratified the GSDC resolution to provide three installments of \$250,000 from the Economic Development Fund in 2013, 2014 and 2015
2. Council provided a commitment of \$250,000 from reserves to the project.
3. Council authorized five installments of \$100,000 from the 2014 to 2018 municipal operating budgets.
4. Council requested by resolution that the GSDC consider an additional installment of \$250,000 from the 2016 Economic Development Fund

The total municipal commitment will amount to \$1.75 million for the proposed \$15 million project. All of the funds will be conditional on confirmation of other funding as outlined in the AMRIC application.

After some discussion, the GSDC Board agreed to approve Council's request.

Joscelyne Landry-Altmann/Gisèle Chrétien: WHEREAS at its meeting of November 13th, 2013, the Greater Sudbury Development Corporation Board of Directors passed a resolution to support the Advanced Medical Research Institute of Canada, for the AMRIC Walford Facility, in the amount of \$750,000 in funding from the Economic Development Fund (\$250k per year for each of 2013, 2014 and 2015) conditional upon receiving other funding as outlined in AMRIC's proposal and based upon performance criteria and deliverables as outlined in the application; and

WHEREAS the Council of the City of Greater Sudbury ratified the GSDC motion of November 13th, 2013; and

WHEREAS the Council of the City of Greater Sudbury requested that the GSDC Board of Directors give consideration to a further commitment of \$250,000 to the AMRIC proposal, to be funded by the 2016 Economic Development Fund and subject to the same conditions as the original conditional commitment;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Community Development Corporation Board of Directors support the Advanced Medical Research Institute of Canada, for the AMRIC Walford Facility, in the amount of \$250,000 from the 2016 Economic Development Fund, conditional upon receiving other funding as outlined in AMRIC's proposal and based upon performance criteria and deliverables as outlined in the application.

CARRIED

Cultural Plan Update

Board member, Gisèle Chrétien provided an update on the Cultural Plan process.

Gisèle Chrétien and Michael Penwarden were asked to co-chair a Steering Committee, made up of 21 volunteers, to develop a cultural plan.

Staff is currently working in collaboration with other departments to move this project forward. A public consultation session was held in September. 50 Carleton is currently working on community consultation reports. There is also some social media presence through Facebook and Twitter.

A presentation on the Cultural Plan is expected at the upcoming CAN summit. The committee will develop a vision, values, strategic direction, and mission statement. The project is expected to be finalized by June 2014 and ready to present to Council.

It was stressed that the process of developing the plan is very important as well as following through with the implementation. Another update on the project is expected at a future meeting.

There were no questions or comments.

Strategic Plan Update

Staff provided an update on the Strategic Plan process. The process begins January 1, 2014 and is expected to take approximately 18 months to complete.

The update included an overview of the approach which consists of a steering committee made up of 24 members, the use of internal and external resources, as well as innovative consultations and a review of best practice jurisdictions. The GSDC Board and Council will remain as owners of the process and the final product.

By consensus, the Board provided notional approval of a \$50,000 request and to apply to NOHFC and FedNor for additional funding.

In addition, consensus was also provided by the Board to work with the GSDC Executive on the review and recommendation of the Steering Committee membership.

A more detailed plan will be presented to the Board at a future meeting.

Director's Report

Several items were highlighted in the Director's Report.

Mohawk Garnet, a First Nations mining company announced it secured \$4.3 million from NOHFC to expand its Sudbury area processing plant. 62 jobs will be created for First Nations members and other residents in the region.

Sudbury's Andrew Knapp was recognized as one of the "21 Most Creative Instagram Accounts for 2013" with **Find Momo**, dedicated to photos of his dog in and around Northern Ontario. <http://www.buzzfeed.com/summeranne/most-creative-instagram-accounts-of-2013>

Staff recently toured a family medicine resident through the City of Lake Family Health Team – Val Caron site. The resident is expressing definite interest in the "turn-key" opportunity with discussions continuing.

Staff have been in contact with a family medicine resident based out of a nearby community and a practicing family physician from the Ottawa area who are both interested in practice opportunities in Greater Sudbury. Staff will continue working with these candidates, marketing the various opportunities currently available.

CGS Council approved an increase in arts and cultural grants funding as part of the 2014 Budget. This increase will move the Community Arts and Culture fund from \$81,000 (2013) to \$87,677 (2014) and the Major Arts and Culture Grants from \$496,000 (2013) to \$536,886 (2014). This is the first increase in these funds since 2001 and is intended to provide an acknowledgement of inflationary pressures as well as to address increases in funding needs in the sector.

At the invitation of MNM, Economic Development staff held a joint meeting with staff of Ministry of Northern Development and Mines Sudbury Area Team. The session provided an excellent opportunity for both groups to understand common goals and objectives. Staff suggested a representative of MNM be invited to the Board meetings. Denis Rochon was in attendance at today's meeting.

The Province of Ontario is piloting a site certification program and have accepted the City of Greater Sudbury's application to certify an industrial site in the Valley East Industrial Park. The certification process involves a number of technical and environmental reviews designed to minimize risk factors affecting the development potential of industrial sites. Sudbury is one of only five communities accepted into the pilot stage of the program. The certification program will fund 50% of the costs of obtaining the various environmental and other reports, up to a maximum of \$25,000. Staff are currently completing a Request for Proposals (RFP) in order to hire the expertise required to complete the necessary documentation.

The CAO indicated that Sault Ste Marie has removed \$400,000 from their physician recruitment incentives in the draft 2014 budget.

It was indicated that there would be more pressure put on Major Arts and Culture funding as organizations are seeing a decrease in interest. The Sudbury Symphony is down 20% in attendance and the Sudbury Theatre Centre is down 30% in attendance.

As part of the Environmental Assessment (EA) process for servicing the Fielding Road area, cost estimates have been completed at an order of magnitude level. The estimates are a more defined number.

Greater Sudbury Come & Stay is the latest professional video produced by the GSDC highlighting the diversity of people who've chosen to live in Greater Sudbury, the reasons behind their decision and why they love our city. It is available for the public to see on the GSDC's YouTube page <http://www.youtube.com/GreaterSudburyDC> and is published on www.InvestSudbury.ca

These videos are circulated and used in presentations and at various receptions.

Mayor Matichuk mentioned that Tourism Northern Ontario held their annual general meeting and gala dinner on Tuesday, November 20th. The keynote speaker was broadcaster and marketer - Terry O'Reilly.

Economic Development and Planning staff attended a Ministry of Transportation Workshop on a new Northern Transportation Strategy. The event was held in Sudbury but delegates from communities and businesses across the North were in attendance. Staff will be preparing a formal response to the draft documents presented at the workshop.

Other Business

None.

GSDC Board Member Issues

Mayor Matichuk and CAO Doug Nadorozny attended the Northern Leaders Forum held in Timmins on December 6th. There were approximately 100 participants that included Mayors, First Nations leaders, Provincial Ministers and the Premier of Ontario.

Minister of Northern Development and Mines, Michael Gravelle committed to meeting quarterly with Northern leaders to monitor the progress of the Growth Plan.

The Northern leaders group expressed the need for sustainable funding for projects such as Maley Drive and the Ring of Fire.

The Ring of Fire Development Corporation was said to be underway and will be made up of stakeholders. Mayor Matichuk indicated that Deputy Minister George Ross will update the Northern leaders group as information becomes available.

A meeting between the Northern Mayors and First Nations leaders also took place to discuss how to work together to grow the North. A terms of reference for a working group will be developed.

Upcoming Events

The date for the GSDC presentation to Council by the Board Chair has changed to Tuesday, January 28th, 2014.

The next GSDC Board of Directors meeting will take place on Wednesday, January 15th, 2014.

Adjournment

The meeting adjourned at 1:30 p.m.

Chair

Secretary