

**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, February 19, 2014  
Commencement: 11:40 a.m.**

Chair

**DARREN STINSON IN THE CHAIR**

Present

Fabio Belli, Frank Chartrand, Vicki Jacobs, David Kilgour, Paul Kusnierczyk, Mark Laberge, Joscelyne Landry-Altman, Scott Lund, Troy Rainville, Darren Stinson, Brian Vaillancourt (A. 11:45 a.m.), Wendy Watson.

City Officials

Paul Baskcomb, Ian Wood, Meredith Armstrong, Judy Benvenuti (A. 11:50 a.m.), Jody Cameron, Maureen Chiesa, Jean-Mathieu Chenier, Eleethea Savage, Dana Jennings, Emily Trottier, Mark Vainio, Scott Rennie, Scott Fisher, Mike Whitehouse, Kathryn O'Leary

Guests

John Antonioni, MNDM

Agenda Review

There were no changes to the agenda.

Declarations of  
Conflict of Interest

None

Minutes

**Paul Kusnierczyk/Fabio Belli:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of January 15, 2014 be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee meeting notes of January 8, 2014 were presented to Board members.

Reports:  
Cultural Plan

Staff provided an update on the Cultural Plan. The Steering Committee, made up of approximately 20 members, meet monthly. The committee is currently working on their value and mission statements. Staff outlined the strategic directions, which included creative identity, creative people, creative places, and creative economy.

With the assistance of 50 Carleton, the committee is undertaking a series of community consultations which will include 40 hours of one on one interviews with arts and culture stakeholders, focus groups with arts and culture supporters in English and French, and a telephone survey through Oracle Poll. There will also be community engagement, whereby citizens will be encouraged to fill out an online survey. It was suggested that in addition to an online survey, another form of outreach would be useful in collecting information.

Staff were directed to provide a copy of the strategic directions to the Board. The first portion of developing the Cultural Plan will be wrapped up in March.

**Downtown Update**

Staff provided a brief overview of downtown development in the form of a project reporter. The project reporter, which was included in the agenda package, listed each downtown project, included a brief description of the project, its current status, and the staff lead.

The Board was pleased with the project reporter format and directed staff to continue reporting the same way in the future. Staff indicated the list will be re-ordered based on current information.

**CTRI – Year 2 Funding**

Staff provided a brief review of Cancer Therapeutics Research Initiative (CTRI) project and the status regarding project deliverables. Year 1 deliverables have been met and exceeded expectations. Staff recommended that CTRI be allocated their Year 2 funding based on the Year 1 deliverables achieved.

**Scott Lund/Dave Kilgour:** Whereas the Community Economic Development Strategic Plan for Greater Sudbury, *Digging Deeper*, identifies a Regional Centre for Health Services Expertise in Northeastern Ontario and a Leader in Advanced Education, Research and Innovation as two of the five economic growth engines; and

Whereas the Northern Ontario Cancer Therapeutics Research Initiative (CTRI) has provided a progress report on the Year 1 deliverables which have been achieved;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support a Year 2 of 5 multi-year funding request from the Northern Ontario Cancer Therapeutics Research Initiative (CTRI) in the amount of \$100,000 from the 2014 Economic Development Fund; and

That CTRI be required to provide a progress report on the Year 2 deliverables outlined in their application before funding for Year 3 would be considered.

**CARRIED**

**GSDC Nomination Process**

The Nomination Committee held their first meeting. The Board received a letter of resignation from Dominic Giroux. At the next Annual General Meeting, five vacancies on the Board will be filled. The committee will be advertising for the vacancies in the near future. The next Nomination Committee meeting is March 24<sup>th</sup>, 2014.

**Director's Report**

Several items were highlighted in the Director's Report.

Vale will cut the ribbon on Totten Mine near Worthington on February 21. Vale's first new mine in almost 40 years, Totten incorporates cutting-edge technology and employs approximately 150 people. The City of Greater Sudbury partnered with Vale to upgrade Municipal Road 4 to accommodate the increased activity on the site.

Tourism staff are working closely with organizers of 12 major events that are expected to attract nearly 3,000 visitors to Sudbury over 20 total days in 2014. The North American Mine Expo (NAME) Mining Conference in September will pioneer our new online group booking tool. Other groups include the Shriner's and Lion's Clubs, Ontario Golf and Basketball Associations, OFSAA Girls' Hockey, and the Canadian Association of Physicists.

Successful bidder, Northshore Energy Outfitters, will continue work this spring on the remaining three CGS Highway entrance signs to remove the existing, and install a new solar lighting system and design. In late fall, the first two sites (Airport and Highway 69South) were completed.

Sebastien Lagrandeur has been hired as the Junior Business Officer in the Regional Business Centre and started on Monday February 10th, 2014.

Mark Vainio has accepted a contract position with Leisure Services, effective February 24. Mark will continue to be involved in the Sport Tourism initiative from his new position.

Staff continue to work with the Federal Government on renewing the LIP program. It is anticipated that it will be moving forward and renewed for two more years.

In partnership with 11 local companies and organizations, the GSDC will host a Sudbury reception during the upcoming PDAC Conference, March 2-5 in Toronto. This is the largest mining event in Canada.

The Ontario Chamber of Commerce is hosting an event to release a report on the economic opportunities of the Ring of Fire.

Other Business

Staff provided an update on the Economic Development Marketing Initiative. Additional expert advice on the subject was sought internally and externally. Staff have been meeting with members of Council and the GSDC Executive to discuss options and how to proceed. Currently the project is on hold and more discussion will follow.

Joscelyne Landry-Altmann indicated she met with 60 students and asked their thoughts on the Economic Development Marketing Initiative. The students' comments were read out at the meeting. Councillor Landry-Altmann suggested a "brag book" be developed.

GSDC Board Member Issues

Wendy Watson indicated the attendance at the Major Arts and Culture Grant Sub-Committee meetings have been low. The committee is looking for more participation.

Upcoming Events

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

Upcoming Greater Sudbury Chamber of Commerce President's Series Luncheons:

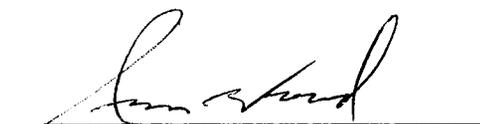
- February 25<sup>th</sup>, 2014: Pierre Riopel, Collège Boréal
- March 18<sup>th</sup>: Aime Dimatteo, FedNor
- April 3<sup>rd</sup>: Moe Lavigne, KWG Resources

Adjournment

The meeting adjourned at 12:20 p.m.



Chair



Secretary