

**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, March 12, 2014  
Commencement: 11:35 a.m.**

Chair

**DARREN STINSON IN THE CHAIR**

Present

Fabio Belli, Gisèle Chrétien, Stéphane Gauthier (A. 11:45 a.m.), Vicki Jacobs, David Kilgour, Paul Kusnierczyk, Joscelyne Landry-Altman, Scott Lund, Marianne Matichuk, Darren Stinson, Brian Vaillancourt

City Officials

Ian Wood, Meredith Armstrong, Judy Benvenuti, Jody Cameron, Maureen Chiesa, Jean-Mathieu Chenier, Eleethea Savage, Dana Jennings, Emily Trottier, Christine Hogarth, Kathryn O'Leary

Guests

None

Agenda Review

There were no changes to the agenda.

Declarations of  
Conflict of Interest

None

Minutes

**Scott Lund/Dave Kilgour:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of February 19, 2014 be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee meeting notes of January 26, 2014 and February 19, 2014 were presented to Board members.

Presentations:  
Investment Attraction

Staff provided an overview of the draft Investment Attraction Strategy and Action Plan.

Investment Attraction was explained as the following:

- successful economic development is determined by a balance between attracting new investment and expanding existing businesses
- strategic identification of the best potential investment targets
- limited resources dictate a focused approach on higher value opportunities.

The key factors that influence investment attraction and that are possible triggers for location searches that companies undertake include knowledge, supply chain and infrastructure, and business climate.

Based on the research, feedback, and stakeholder consultation, the consultant summarized their general view on Greater Sudbury's marketable strengths, weaknesses, opportunities, and threats from an investment attraction perspective.

An assessment of the City's opportunities were identified and included current and emerging sectors such as mining technologies, blue biotech, robotics, imaging and data, data centres, back office functions, medical research, logistics and distribution, and tourism.

A discussion took place following the presentation and comments were provided to staff. It was indicated that any further concerns regarding the draft Investment Action Strategy report should be forwarded to staff.

Staff will undertake a better understanding the emerging sectors, develop an 18 month action and implementation plan, and report back to the Board.

Reports:

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 Thursday, February 20, 2014.

SDMA

While GSDC continues to value the importance of SDMA and the Motorsports Park project, there are concerns with SDMA's organizational capacity. Staff suggested creating a steering committee made up of some members of SDMA and members of the community, using existing internal resources to move the project forward. After some discussion, the CED Committee agreed with the approach and directed staff to provide the same in writing to SDMA and create a workplan.

Prise de parole – Year 2 of 2 Funding

Éditions Prise de parole requested Year 2 of 2 funding for their Digital Shift Project in the amount of \$43,500. A progress report on Year 1 deliverables was provided and deliverables have been met. The CED Committee agreed to recommend that the GSDC Board support Year 2 of 2 funding. There were no comments or questions.

**Vicki Jacobs/Gisèle Chrétien:** Whereas in 2013 the Greater Sudbury Development Corporation approved funding to Editions Prise de parole through the Economic Development Fund to support the *Digital Shift* project with a multi-year conditional commitment in the amount of \$56,500 for 2013 and \$43,500 for 2014; and

Whereas the project has a mandate to convert its catalogue of titles into digital format to expand its markets and build capacity and expertise in digital publishing in Sudbury; and

Whereas Editions Prise de parole has successfully completed its first year deliverables;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support a Year 2 of 2 multi-year funding request from Prise de parole in the amount of \$43,500 from the 2014 Economic Development Fund.

**CARRIED**

Summerfest

A loan was provided to Summerfest to assist in kicking off their event. A final report on their event was provided to staff. Staff anticipate the organization and others will return every year with a request for a loan and the amount will increase. A number of concerns were raised by the committee with respect to loans and final reporting on the event including financial information.

Staff proposed GSDC develop a fund by setting aside a portion of the loan repayment. Part of the due diligence will include determining if the organization demonstrated capacity building efforts. Staff were directed by the CED Committee to prepare guidelines regarding loans for review by the CED Committee and then for approval by the Board.

Strategic Plan Process Update

A draft terms of reference and draft workplan for the Greater Sudbury Community Economic Development Plan Steering Committee was reviewed and received by the GSDC Board Executive and the Board of Directors.

Recruitment for the steering committee has begun. Staff have reached out to two potential candidates to sit as co-chairs on the steering committee. Once the co-chairs are in place, staff will be reaching out to potential members

It was suggested there be ongoing communication with the Board and Council on the direction of this process.

Major Arts and Culture Grant Fund Sub-Committee Appointments

A committee member of the Major Arts and Culture Grant Sub-Committee raised a concern regarding committee membership. The floor was opened to nominations for additional members to sit on the committee.

**Scott Lund/Gisèle Chrétien:** That the following members be appointed to the Major Arts and Culture Grant Fund Sub-Committee of the Greater Sudbury Development Corporation for a term ending June 2014:

- Joscelyne Landry-Altmann
- Darren Stinson
- Vicki Jacobs

**CARRIED**

Director's Report

Several items were highlighted in the Director's Report.

The Sudbury Reception at PDAC reception was very well attended and left a great impression on the partners and all who attended. The partners for this event included Atlas Copco, B&D Manufacturing, Science North / Dynamic Earth, Sudbury Integrated Nickel Operations a Glencore Company, Hard-Line Solutions, KGHM International, Milman Industries, Rock-Tech, Stantec, Testmark Laboratories and Vale. Once again, Sudbury was showcased as a premiere location for mining and related activities at one the world's most well-attended trade shows.

GSDC staff partnered with MNM staff to host several international delegations in Greater Sudbury. A mix of academic, government and private sector delegates who were in Toronto for PDAC, took the opportunity to visit Sudbury. More than 100 individuals from Greenland, Columbia, Sweden, Latvia and India visited mining suppliers and educational institutions during their tours last week.

Dignitaries including Premier Kathleen Wynne, Mines Minister Michael Gravelle and Mayor Marianne Matichuk participated on February 21 as Vale officially opened Totten Mine. The mine represents an investment of \$760 million by Vale. Totten will reach full capacity by 2016 when up to 275 workers will mine 2,220 tons of ore each day. The City of Greater Sudbury upgraded Municipal Road 4 at a cost of \$16 million, to allow ore from Totten to be trucked to Clarabelle Mill with no seasonal road restrictions. Vale contributed 75% of these costs.

Aboriginal entrepreneurs and business owners were brought together on February 28 for an event filled with business workshops, networking and funding opportunities. Keynote speaker Dr. Denis Cauvier delivered an excellent lecture on how to successfully hire, nurture and retain employees within your small business. The day was capped off with a Funding Panel, featuring MNDM, BDC, Royal Bank, Northern Ontario Angels and Waubetek. The panel allowed entrepreneurs to ask questions directly to these funding organizations about specific opportunities for their business.

The second phase of construction for the Laurentian University School of Architecture will kick off on March 20. Bondfield Construction based in Concord, ON was awarded a \$23.9 million contract for the 50,000 square foot project. Approximately 100 local trades people and labourers are expected to be involved in the 18 month construction project.

The Ontario Mining Association (OMA) released their annual report which indicated that Sudbury clearly plays an important role in the mining industry as 30% to 40% of the mining in the province takes place in Sudbury. Staff have had discussions with Provincial staff about developing a "brag book" regarding mining.

#### Other Business

Mayor Matichuk thanked staff for all their hard work at Prospectors and Developers Association Conference (PDAC). She mentioned she was approached by a number of people in support of the economic development marketing initiative.

The Mayor also indicated that a letter was sent to Minister Michael Gravelle regarding the Ring of Fire Development Corporation and how Sudbury can play a role.

Mayor Matichuk mentioned an Ontario Tourism commercial was aired on tv featuring Prince Edward County. She would like to see Sudbury featured on one of those commercials. Staff indicated they will continue to work with Ontario Tourism on obtaining good imagery.

The Mayor's Celebration of Arts is being launched on May 1<sup>st</sup>.

Dave Kilgour indicated he saw the world premier of *Ice Soldiers*, a movie filmed in Sudbury. He also mentioned that the most shown commercial during the Olympics was filmed in Sudbury. Mr. Kilgour also proposed that a Board meeting not be scheduled during the week of March Break.

#### GSDC Board Member Issues

Joscelyne Landry-Altman requested an update on branding. Staff indicated they have been meeting with Councillors and a draft report will be going to Council in the near future.

Vicki Jacobs suggested a video be created for the education sector.

Fabio Belli requested an update on Industrial Lands. The following update was provided:

Fielding Road: Staff will be meeting with Vale regarding the Fielding Road area servicing project as the land ties into infrastructure that is shared with Vale. They are working on a solution that must be acceptable to Vale. Staff will meet with landowners after the meeting with Vale.

Valley East: Staff are in the process of obtaining site certification of the city property which will open up additional land.

Cesar Road: Staff are examining existing plans for service expansion in the area and determining the potential to design a link to the proposed industrial area.

Chelmsford: Staff are currently working with B&D as they have property that is marketable.

Staff will provide a further update to the Board before the summer.

Darren Stinson informed Board Members that the Provincial Men's Club Team Championships are being held at the Copper Cliff Curling Club. The top 12 club teams will be competing and the winner will go on to the Canadian Nationals in Halifax.

#### Upcoming Events

The next GSDC Board of Directors meeting will take place on Wednesday, April 9, 2014.

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

- April 3<sup>rd</sup>: Moe Lavigne, KWG Resources
- April 29<sup>th</sup>: Kelly Strong, Vale

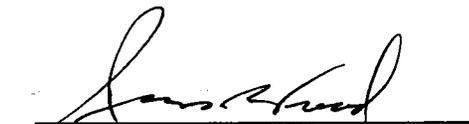
The Chair will be speaking at a Rotary Club luncheon on April 14<sup>th</sup>, 2014.

#### Adjournment

The meeting adjourned at 1 p.m.



Chair



Secretary