

**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 13th, 2013
Commencement: 11:30 a.m.**

<u>Chair</u>	<u>SCOTT LUND IN THE CHAIR</u>
<u>Present</u>	André Dumais, Stéphane Gauthier (A. 11:45 p.m.), Vicki Jacobs, Dave Kilgour, Scott Lund, Michael Penwarden, Troy Rainville, Darren Stinson (A. 11:50 p.m.), Jim Thompson, Wendy Watson
<u>City Officials</u>	Ian Wood, Judy Benvenuti, Jody Cameron, John Antonioni, Maureen Chiesa, Nicole Desaulnier, Christine Hogarth, Ryan Humeniuk, Liam McGill, Paul Reid, Emily Trottier, Mark Vainio, Marie Edsall, Renee Higgins, Stacey Kerr, Meaghan Middaugh, Kathryn O'Leary
<u>Guests</u>	Dr. Denis Roy, CEO, Health Sciences North
<u>Agenda Review</u>	The presentation by Dr. Denis Roy, CEO of Health Sciences North was moved to item number seven on the agenda following the reports.
<u>Declarations of Conflict of Interest</u>	None
<u>Minutes</u>	Mike Penwarden/Andre Dumais: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of February 13th, 2013 be adopted.
	CARRIED
<u>Executive Committee Notes</u>	The Executive Committee meeting notes of February 6, 2013 were presented to Board members.
<u>Presentation:</u> Health Sciences North Strategic Plan	<p>Dr. Denis Roy, CEO of Health Sciences North presented Health Sciences North's strategic plan. As the strategic plan has not been made public, staff and board members were asked that it be kept confidential.</p> <p>The strategic planning process included a review of Health Sciences North's (HSN) mission statement, vision statement, strengths and weaknesses, threats and opportunities, and four strategic pillars – excellent patient care, research and evaluation, health promotion, and teaching.</p> <p>A question period followed the presentation. Dr. Roy was thanked for sharing HSN's strategic plan with the Board.</p>
<u>Reports:</u> C.E.D. Committee Report	The Chair of the CED Committee provided an update to the Board regarding three funding requests.
Prise de parole – Funding Request	Prise de parole delivered a presentation to the CED committee in support of their application for funding for a digital shift project. Its objective is to convert a large portion of its paper-based catalogue using the ePub format by 2014. The CED committee agreed to recommend that the GSDC Board support the project.

Troy Rainville/Vicki Jacobs: Whereas *Prise de parole* has operated in Sudbury for forty years as the largest French Canadian publisher outside of Quebec and proved itself as an asset to the City of Greater Sudbury's arts scene and cultural identity, and

Whereas it has embarked on the *Digital Shift* project to convert its catalogue of titles into digital format to expand its markets and build capacity and expertise in digital publishing in Sudbury.

Therefore be it resolved that the Greater Sudbury Development Corporation support the *Digital Shift* project's two-year Economic Development Fund request in the amount of \$56,500 for 2013 and \$43,500 in 2014 to be used to further convert its catalogue backlog; and

That *Prise de parole* provide a progress report on Year 1 deliverables prior to Year 2 funding being considered.

CARRIED

Art Gallery of Sudbury –
Funding Renewal

The Art Gallery of Sudbury requested funding for year 3 of 3 of the multi-year funding for the Art on the Go Program in the amount of \$50,000. Staff provided further information on the Art Gallery's financials. It was shown that the revenues were lower than what was projected. The CED Committee agreed to recommend that the GSDC Board support year 3 of 3 of the multi-year funding. Staff were also directed to inform the Art Gallery that they should not expect the same project to be funded again in future years.

Troy Rainville/Andre Dumais: Whereas in 2010 the Greater Sudbury Development Corporation approved funding to the Art Gallery of Sudbury through the Economic Development Fund to develop and deliver the *Art on the Go* program with a multi-year commitment in the amount of \$50,000 per year for three years; and

Whereas the program has a mandate to bring artwork and art education to outlying areas, as well strengthening partnerships with francophone and Aboriginal communities; and

Whereas the Art Gallery of Sudbury has delivered this program for two years and demonstrated partnership building and program delivery.

Therefore be it resolved that the Greater Sudbury Development Corporation support the program in the amount of \$50,000 for Year 3 of 3 from the Economic Development Fund, with funds to be used to further advance the outreach efforts and sustainability of the *Art on the Go* program.

CARRIED

DVDC Deferral

Downtown Village Development Corporation (DVDC) requested release of GSDC funding in the amount of \$50,000 of year one (1) support as per the GSDC resolution from December 7, 2011. DVDC has reported they have explored other models for a plan for sustainability and determined that the Downtown London model represents best practices in terms of a template for creating a closer collaborative partnership with Downtown Sudbury. DVDC reported they have been working with the BIA Board to expedite a feasibility study of this model.

As the DVDC did not meet the conditions in the resolution of December 7, 2011, the CED Committee deferred the request until the consultant report is available.

Arts & Culture Committee
Report

An update on the Arts & Culture Committee was provided to the Board. The intake for 2013 grant applications has closed. The committee will be reviewing the applications. The committee will also be hearing a presentation from the Ontario Arts Council on their process for reviewing applications.

Airport Update

An update on the Airport Board was provided to the Board. The Airport has completed their strategic plan for the next ten years and it will be presented at the next Airport Board meeting. The strategic plan focuses on expansion and projections moving forward. Once approved by the Airport Board, it will be shared with the GSDC Board. There are vacancies on the Airport Board and applications are being accepted for candidates who are interested in directorship on its Board.

Financial Update

A financial update was provided to the Board. Staff recommended that funds that are no longer required under the terms identified in the respective Board resolutions be returned to the 2013 Economic Development Fund envelope and made available for allocation to new projects.

Andre Dumais/Troy Rainville: 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 Project fund envelope and rescind any future commitments identified.

1. Cultural Mapping Project - \$24,491.62
Original motion passed on November 12, 2009 for \$41,000
2. Regional Data Storage Centre - \$25,000
Original motion passed on May 9, 2012
3. Laurentian University Canada Excellence Research Chair - \$70,000
(Year 1 of 7)
Original motion passed on May 9, 2012
All future commitments associated with this proposal
4. Opportunity Rocks MINExpo Initiative - \$40,000
Original motion passed on August 8, 2012
5. Laurentian University Health Research Hub - \$12,500 (Year 1 of 2)
Original motion passed on March 10, 2010
All future commitments associated with this proposal

CARRIED

Image & Marketing Update

Staff provided an update regarding the branding process. Staff and 50 Carleton have been conducting interviews with various stakeholders. Any Board members who were not interviewed were encourage to inform staff if they wish to be interviewed. Staff will present the survey analysis results at the next Board meeting.

2013 Priorities Discussion

Staff provided a report to the Board on the strategic priorities and identified four key areas to kick start for 2013 – Advancing the Downtown Master Plan, Mining Supply and Services, Investment Attraction Strategy, and Promotion/Marketing/Communications.

Staff recommended to the Board several initiatives that will make an important difference in the near term. Staff indicated that there are also opportunities to lever Provincial and Federal funds to extend or offset many of the contributions.

Mike Penwarden/Jim Thompson: Whereas the Greater Sudbury Development Corporation has identified four key areas of strategic focus for 2013:

- Advancing the Downtown Master Plan
- Mining Supply and Services
- Investment Attraction Strategy
- Promotion/Marketing/Communications

Whereas the Greater Sudbury Development Corporation Board deems it appropriate to make investments in these areas to kick start strategic activities;

Therefore be it resolved that the GSDC make the following allocations from the Economic Development Fund:

1. Up to \$200,000 towards an Advanced Planning Study for Innotech Park
2. Up to \$25,000 for Marketing and Promotion of the new downtown market
3. Up to \$32,000 towards outreach events in support of the Opportunity Rocks initiative
4. Up to \$40,000 to support the development and implementation of inbound trade missions for mining supply and services
5. Up to \$15,000 towards the costs associated with outbound trade missions in support of mining supply and services
6. Up to \$100,000 to develop an investment attraction strategy for Greater Sudbury
7. Up to \$27,500 to develop and implement a film development marketing initiative; and

Further, that the GSDC direct staff to maximize potential funding opportunities to support these initiatives; and

Finally, that GSDC staff report back to the Board on these initiatives on a bi-monthly basis.

CARRIED

Regional Data Centre

Staff provided an update on the Regional Data Centre. On February 27, 2013 founding members of the new corporation, Greater Sudbury Regional Data Centre met to discuss next steps. The next steps include refining the business plan and conceptual design, explore public/private partnerships, develop a fund raising program, securing partnerships, and develop organizational capacity.

Two options were discussed to resource the establishment of the Greater Sudbury Regional Data Centre.

The first option is to issue an RFP to hire a consultant or consulting firm to raise the capital dollars required. The second option discussed was the model where a dedicated resource is hired by the GSDC to perform the tasks.

After considerable dialogue and concerns raised by Board members, the matter was deferred to the next meeting. Staff was directed to provide further information and to approach the three main parties involved for financial contribution to the project.

GSDC Nomination Process

Update

Formation of Nomination Committee

The Chair of the GSDC Nomination Committee advised there are six members of the GSDC Board of Directors whose terms are up for review. The committee will recommend reappointing four of the board members. One board member is not eligible for reappointment and the other has withdrawn. The committee will be advertising for two vacancies on the Board.

Director's Report

Several items were highlighted in the Director's report, which was tabled at the Board meeting.

Nicole Desaulnier started in her position as Business Development Officer responsible for Learning City.

The Regional Business Centre welcomed Stacey Kerr as the new Small Business Consultant on February 19th, 2013.

Scott Lund and Ian Wood met with Greater Sudbury Chamber President, Debbi Nicholson, and chair Mark Weiman to discuss items of mutual interest.

Other Business

None

Upcoming Events

The Chamber of Commerce is hosting two President's Series Luncheons in the month of April. Kelly Strong of Vale on Tuesday, April 16th and Don Duval of NORCAT on Friday, April 26th.

GSDC Board Member Issues

Mike Penwarden indicated he attended a production at TNO with supertitles and very much enjoyed the experience. He suggested others take in the experience.

Adjournment

The meeting adjourned at 1:30 p.m.



Chair



Secretary

