

**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, April 9, 2014
Commencement: 11:35 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Richard Brummer, Gisèle Chrétien, Frank Chartrand, Stéphane Gauthier, Vicki Jacobs, David Kilgour, Paul Kusnierczyk (A. 11:45 a.m.), Joscelyne Landry-Altmann, Troy Rainville, Darren Stinson, Wendy Watson

City Officials

Paul Baskcomb, Ian Wood, Judy Benvenuti, Jody Cameron, Maureen Chiesa, Jean-Mathieu Chenier, Scott Fisher (A. 12:05 p.m.), Eleethea Savage, Emily Trottier (A. 12:05 p.m.), Christine Hogarth, Kathryn O'Leary, Jason Ferrigan

Guests

Paul Finley, Michael Luciw, and Carmen Simmons representing Sudbury Community Foundation; Mike Bleskie

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

Frank Chartrand declared a conflict of interest with the Synergy Centre, item #6, under presentations.

Dave Kilgour declared a conflict of interest with the Northern Ontario Railway Museum & Heritage Centre (NORMHC).

Minutes

Gisèle Chrétien/Vicki Jacobs: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of March 12, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of March 7, 2014 were presented to Board members.

In-Camera

The regular meeting moved to a closed session at 11:40 a.m.

Wendy Watson provided an update on behalf of the Nomination Committee.

Frank Chartrand/Gisèle Chrétien: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session for the Nomination Committee report.

CARRIED

Vicki Jacobs/Stéphane Gauthier: That the Members of the Greater Sudbury Development Corporation recommend the re-appointment of Darren Stinson to serve on the Board of Directors for the City of Greater Sudbury Community Development Corporation for a three (3) year term ending June 2017.

CARRIED

Richard Brummer/Wendy Watson: That the members of the Greater Sudbury Development Corporation recommend the appointment of Yonaniko Grenon to serve on the Board of Directors of the City of Greater Sudbury Community Development Corporation for a two (2) year term ending June 2016; and

That the members of the Greater Sudbury Development Corporation recommend the appointment of Brent Battistelli, Daran Moxam, Jennifer Witty, and Pierre Zundel to serve on the Board of Directors of the City of Greater Sudbury Community Development Corporation for a three (3) year term ending June 2017.

CARRIED

The closed session concluded and the Board reconvened to the regular meeting at 11:45 a.m.

Frank Chartrand/Vicki Jacobs: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

CARRIED

Presentations:
Synergy Centre

Paul Finley delivered a presentation on the Greater Sudbury Synergy Centre's feasibility study.

The components of the feasibility study included an environmental scan, community consultation, partnerships and governance, the architectural concept design, and the financial plan.

The community consultation results reported that the building site would contribute to the revitalization of downtown. The target markets are internal and external arts and culture groups. The facility would host a variety of events, concerts, conferences as well as performing arts classes.

In terms of governance and financial resources, the report indicated a partnership between multiple stakeholders including a public-private partnership. The centre's revenue would come from government and private sector support. The self-generated revenue would come from occupancy through conferences, events, performing arts groups, and the use of office space.

The presentation also contained information on the economic impact and the potential to attract a new hotel, larger events, and more visitors to Greater Sudbury.

Michael Luciw reviewed, at a high level, the design concept. The features of the centre would include a grand main entrance, a rehearsal hall, an exhibition hall, a multi-purpose auditorium, with the total footprint at approximately 127,000 sq ft.

Carmen Simmons took a moment to acknowledge the funding partners of the feasibility study – FedNor, GSDC, and Ministry of Tourism, Culture and Sport. It was indicated that a request for extension, to the end of June, had been approved by FedNor.

There were a number of questions regarding the project with regards to:

- partnerships and as they relate to the casino and arena;
- the effects of the centre on other facilities in the city, the next steps;
- how we move forward on the project;
- what organizations would occupy the space;
- what makes this centre unique from other facilities across the North; and
- how the operations would be handled to accommodate conferences and arts and culture groups.

There was no formal ask from the group. The intent was to present the findings of the feasibility study to the Board. Staff continue to meet with the committee and review options on how to go forward. Staff will bring a report back to the Board for direction.

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 Friday, March 28, 2014.

Eat Local

Eat Local Sudbury (ELS) requested funding support for phase 1 of a business expansion in the amount of \$19,500.

The business expansion offers:

- Increased retail space
- Increased product offerings and increased sales
- Improved distribution capacity
- Increased capacity to reach sustainability

As ELS partners with the Regional Business Centre to leverage resources, they have demonstrated how their organization cultivates local entrepreneurial spirit and builds resiliency within the workforce. The organization is working to reach a higher level of sustainability with less reliance on grants. The committee agreed to recommend that the GSDC Board support their funding request.

Gisèle Chrétien/Frank Chartrand: Whereas Eat Local Sudbury is actively fostering the entrepreneurial spirit within the community by identifying product and service gaps with their existing vendors thereby cultivating business opportunities; and

Whereas Eat Local Sudbury is expanding their business which will increase retail space, increase product offerings and sales, improve distribution capacity, and increase capacity to reach self-sustainability;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support a one-time funding request for Eat Local Sudbury Business Expansion Phase 1 in the amount of \$19,500 from the 2014 Economic Development Fund conditional upon confirmation of funding from other sources as identified in their application.

CARRIED

Northern Ontario Railway
Museum & Heritage Centre
(NORMHC)

Councillor Dave Kilgour declared a conflict of interest and stepped out of the meeting room.

The Northern Ontario Railway Museum & Heritage Centre (NORMHC) requested Year 3 of 3 funding for the expansion and site enhancement project in the amount of \$50,000.

Staff indicated they are sustaining momentum and adding to their inventory. Growth was also indicated in the core mandate of the museum (in addition to work on the Terror Train offerings). With guidance and advice from staff, NORMHC has been working to meet deliverables as laid out in their agreement.

The committee agreed that they have met deliverables and recommend that the GSDC Board support their request for Year 3 of 3 funding.

Stéphane Gauthier/Wendy Watson: Whereas in 2011 the Greater Sudbury Development Corporation approved funding to the Northern Ontario Railroad Museum and Heritage Centre (NORMHC) through the Economic Development Fund to support the *Expansion and Site Enhancement* project with a multi-year conditional commitment in the amount of \$50,000 per year for three years; and

Whereas the NORMHC has successfully completed its Year 2 deliverables;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support Year 3 of 3 multi-year funding request from the Northern Ontario Railroad Museum and Heritage Centre (NORMHC) in the amount of \$50,000 from the 2014 Economic Development Fund; and

That NORMHC be required to provide a final report upon project completion as per the amended funding agreement.

CARRIED

Councillor Dave Kilgour returned to the meeting.

Motorsports Park Project

Staff continue to work on the Motorsports Park file and work to better understand their business model. Once complete, staff will endeavour to find the best people for the steering committee. The steering committee will be appointed and will participate in the action plan. Recommendations will be presented to the CED Committee for review. Staff are aware of the timelines of the project, specifically with respect to the airport site.

Downtown Project Reporter

The Downtown Project Reporter was presented to Board members for information only.

Cultural Plan Update

An update on the Cultural Plan was provided to Board members. The Steering Committee meetings are held monthly. The first wave of community consultations have wrapped up and included 37 interviews with arts and culture stakeholders, a bilingual focus group with arts and culture supporters and a telephone survey of 70 residents.

The launch of the survey to the public will be on April 14th through an online questionnaire. The survey closes on May 5th. Hard copies of the survey have been distributed to Citizen Service Centres. A copy of a promotional rack card was distributed at the meeting.

Northern Ontario Motion Picture Culture & Industry Development Corporation will be donating their expertise to develop a promotional video for the Cultural Plan.

Strategic Plan Process Update

Staff provided an update on the Strategic Plan Process. Staff indicated they will also be undertaking a renewal of the Tourism Strategy and the intent is to incorporate the results into the Strategic Plan.

Staff confirmed the co-chairs to be Darren Stinson and Jim Marchbank. A list of tentative dates have been set for the steering committee meeting. Staff have been reaching out to potential members of the steering community. A complete list of the members is expected by May. An internal staff team will be formed to work on the strategic plan. Community consultations will take place after the election.

Director's Report

Several items were highlighted in the Director's Report.

Vale announced it expects to complete a feasibility study on its Copper Cliff Deep Project by the end of the year. The Project would merge and expand two existing mines. A hold on the project occurred in 2008 during the global economic downturn.

Tourism and Culture will welcome Jacinda McLean to the team to help cover Dana Jennings' maternity leave. The team looks forward to working with Jacinda to apply her economic development and research skills within the tourism and cultural sectors.

The Arts & Culture Grant Program closed 2014 intake on March 28th. In total 43 applications were received (15 Small Project, 10 Large Project and 18 Operating). Staff is working with applicants to ensure that application packages are complete prior to commencing deliberations with the Major Arts & Culture Grant Subcommittee and with the Community Arts & Culture Grant Advisory Panel. Recommendations to June meeting and recommendations for Community grants to Council in June as well.

CP Station Update

On February 7th, staff issued a request for quotations to prepare a report that addressed the following items: alignment of existing building conditions reports, heritage implications, accessibility and other municipal CP station adaptive reuse comparisons. As a result of this request for quotation we have engaged the services of Yallowega Belanger Architecture and their associated heritage consultant Goldsmith Borgal & Company Ltd. Architects. Their firm has worked closely with Christopher Borgal on a number of other sensitive heritage/restoration projects including the Parry Sound, Sault Ste. Marie and Haileybury Courthouses. Furthermore, Goldsmith Borgal and Company Ltd. has significant experience and expertise in the adaptive restoration of historic railway stations throughout the country. We expect to have this work completed by mid May. This is an important step that will inform the next phases related to the transfer of ownership of the building from Canadian Pacific to the City of Greater Sudbury as it relates to its heritage designation.

ReThink Green has opened *The Forge*, a co-working space at 176 Larch Street. This incubator-like initiative offers "hot desks", permanent desks, a private office, a common room, and a board room. Major lease hold improvements to space are complete and they have built a suitable business environment including IT upgrades, new fibre optic internet, and a multi-function printing station. Their first client, Diane Brunette moved into the space during their soft launch in January. She has successfully launched her new business, ADHD Learning Centre, and is accepting clients into the space on a regular basis. They have also developed professional workshop content to educate and support new businesses as they work to incorporate sustainability principals into their business plans and operations. They have also joined the "co-working Visa" program a network of co-working spaces across the world. As a participant in this program, members of The Forge have free access to a global network of work spaces, allowing them to find productive work spaces on the road.

A report from KPMG concluded Greater Sudbury ranked 14th out of 107 global cities or 10th out of 15 major cities in Canada in relation to being one of the cheapest cities in the world to start a business. Researchers concluded the city offers low office leasing costs and lower than average energy costs. On the other hand, it was noted property taxes for businesses were higher than in comparable cities. The report is a popular tool for businesses scouting potential locations because it offers unbiased data. The City of Greater Sudbury opted in to this survey to determine our competitive position. Our participation also gives us all of the background data tables to conduct other analyses.

Other Business

The Economic Development Marketing Initiative report will be on the May 13th Council agenda. The report provides answers to Council's questions as well as additional information on the project.

GSDC Board Member Issues

Vicki Jacobs mentioned that *Engines Four - The Regional Centre for Health Service Expertise in Northern Ontario* and *Igniter Two - Community Learning* have not had much profile in the Director's report. Staff indicated a workplan is in the process to better identify what is being accomplished in those areas.

The future use of the CP Rail Station was questioned. Staff indicated they will gather the information and make recommendations to Council.

Vicki noted she was pleased with where Greater Sudbury was listed on the Competitive Alternatives Report and would like for Greater Sudbury to make the list of "best places to live" issued by McLean's Magazine.

Dave Kilgour mentioned the Board should consider doing additional work on active transportation.

Darren Stinson indicated that a Sudbury curling team will be advancing to Canadian Nationals in Halifax.

Upcoming Events

The next GSDC Board of Directors meeting will take place on Wednesday, May 14th, 2014.

The GSDC AGM and Board Meeting has been rescheduled to June 18th, 2014.

A Special In-Camera GSDC Board of Directors meeting will be held on April 23rd at 8 a.m. for a briefing by the City's CFO, Lorella Hayes, on proposed changes to the development charges by-law.

Upcoming events:

- NOHFC Announcement for AMRIC on April 11th, 2014
- April 14th – Rotary Club Luncheon (Chair is speaking)
- April 29th Chamber Luncheon - Kelly Strong, Vale
- May 1st – Mayor's Celebration of the Arts Gala
- May 2nd – Mining Week Luncheon at Bryston's
- May 13th – City Council Meeting – Dynamic Earth funding ratification by Council
- May 13th – Chamber's Bell Business Excellence Awards

Adjournment

The meeting adjourned at 1 p.m.



Chair



Secretary