

**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, June 18, 2014
Commencement: 11:35 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Richard Brummer, Gisèle Chrétien, Stéphane Gauthier (A. 11:50 a.m.), Vicki Jacobs, David Kilgour, Paul Kusnierczyk, Joscelyne Landry-Altman, Scott Lund, Marianne Matchuk, Troy Rainville, Darren Stinson, Brian Vaillancourt, Wendy Watson

City Officials

Doug Nadorozny, Paul Baskcomb, Ian Wood, Meredith Armstrong, Judy Benvenuti, Jody Cameron, Maureen Chiesa, Eleethea Savage, Emily Trottier, Liam McGill, Marie Edsall, Jacinda McLean, Kathryn O'Leary, Mike Whitehouse

Guests

Jennifer Witty

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

Scott Lund declared a conflict of interest with Cinefest, item #5a, under Major Arts & Culture Grant Fund Report.

Vicki Jacobs declared a conflict of interest with Sudbury Symphony Orchestra, item #5a, under Major Arts & Culture Grant Fund Report.

Minutes

Scott Lund/Vicki Jacobs: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of May 14, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of May 7th and 28th, 2014 were presented to Board members.

A question was raised regarding property taxes in arrears on Fielding Road and how they would be collected. Staff indicated that all property taxes are collected in the same way.

Clarification was requested on Council's decision regarding development charges. It was indicated that there would be a reduction in commercial rates and a two year freeze on residential rates.

An update on the Learning City project was requested. The Learning Spark event will be carried out by Child Care Resources. Staff have been working on a "Welcome Students" campaign. Staff have engaged local writers to produce content related to lifelong learning in the city. The content will be used online and on social media outlets. Work has been ongoing on revamping the Learning City website at learnmorelivebetter.ca. Further information was provided in the Director's Report.

Presentations:

There were no presentations. The Art Gallery of Sudbury presentation was postponed and will be rescheduled at a later date.

In-Camera

The regular meeting moved to a closed session at 11:45 a.m.

Scott Lund, Vicki Jacobs, and Stéphane Gauthier declared a conflict of interest and stepped out of the meeting room.

Major Arts & Culture Grant
Fund Sub-Committee Report

A report was provided on the Major Arts & Culture Grant Fund Sub-Committee.

Wendy Watson/Dave Kilgour: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session for the Major Arts & Culture Grant Fund Sub-Committee report.

CARRIED

Brian Vaillancourt/Gisèle Chrétien: That the Greater Sudbury Development Corporation Board of Directors provide support from the 2014 Major Arts and Culture Grant Fund to the applicants listed below, and

Further; that the City of Greater Sudbury logo be used on all of their promotional and communications materials:

Applicant	2014 Recommendation
Art Gallery of Sudbury	\$100,000
Carrefour francophone de Sudbury	\$40,000
Centre franco-ontarien de folklore	\$5,000
Cinefest International Film Festival	\$45,000
Cultural Industries Ontario North	\$10,000
Galerie du nouvel-Ontario	\$30,000
Jazz Sudbury	\$17,000
La nuit sur l'étang	\$17,000
Myths & Mirrors	\$10,886
Northern Lights Festival Boreal	\$25,000
Éditions Prise de parole	\$35,000
Salon du livre du Grand Sudbury	\$22,000
Sudbury Symphony Orchestra	\$40,000
Sudbury Theatre Centre	\$60,000
Sudbury Summerfest Foundation	\$10,000
Theatre Cambrian	\$25,000
Théâtre du nouvel-Ontario	\$45,000

CARRIED

C.E.D. Committee Report
- Art Gallery of Sudbury

Scott Lund, Vicki Jacobs, and Stéphane Gauthier returned to the meeting.

The Chair of the C.E.D. Committee provided an update to the Board on the last two meetings held on Friday, May 23, 2014 and Tuesday, June 17, 2014.

Brian Vaillancourt/Gisèle Chrétien: Whereas the Art Gallery of Sudbury is requesting funding for two projects incorporating new exhibits and programming in the amount of \$100,000; and

Whereas the community economic development strategic plan *Digging Deeper* highlights the importance of both a vibrant arts and culture sector and a robust tourism industry;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support a one-time commitment of \$50,000 toward the production of the 2015 special exhibition *For Better or Worse: The Art of Lynn Johnston*, conditional on meeting the following deliverables by October 17, 2014:

1. A detailed Project Marketing Plan with specific deliverables including Media Strategy to garner provincial and national coverage
2. A detailed Project Communications Plan to reach out to current and potential members and local audiences
3. Attendance goals with explicit targets for local and out-of-town visitation
4. Update on expressions of interest from other venues for touring exhibits including projected costs and revenues
5. Updated Project Budget including comprehensive revenue projections
6. Confirmation of other funding as identified in the Project Proposal

The report addressing these deliverables will be reviewed and approved by the Community Economic Development committee prior to any release of funds.

CARRIED

The closed session concluded and the Board reconvened to the regular meeting at 12:10 p.m.

Wendy Watson/Scott Lund: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

CARRIED

Reports:

Cultural Plan Update

The Co-Chair of the Cultural Plan Steering Committee provided an update on the Cultural Plan. The committee meets once a month and has developed a set of guiding principles and values with strategic directions as well as draft objectives. The public consultation sessions were completed in a variety of formats. The outcome of the sessions determined that over 90% of people feel arts and culture should be receiving municipal support. The committee's next steps are to develop actions plans to be brought for another round of consultations in the fall.

Three main issues were raised with respect to the Cultural Plan:

1. access to space
2. marketing of talent
3. diversify funding through partnership

The following strategic directions were outlined:

- Creative Identity
- Creative People
- Creative Places
- Creative Economy

A report to Council is expected in September. It was stressed that communication with Council is important.

Downtown Project Reporter

The Downtown Project Reporter was presented to Board members.

The results of the detailed design for the Elgin Street Greenway are expected to be presented to Council in September.

The parking project is currently on hold. Staff are meeting to discuss on how to move the project forward. Parking was raised as an issue in the downtown that needs to be addressed.

With respect to questions regarding the Market, staff indicated that they continue to work on the long-term sustainability of the Market and increasing Sunday attendance by including a cultural component and visual arts. The Market's official opening will be June 28, 2014.

Strategic Plan Process Update

Staff indicated that the Strategic Plan Steering Committee inaugural meeting will take place on June 19th. The committee consists of 23 community volunteers. Staff also indicated that the public consultation process will take place post election. The Board will continue to be kept informed as the process unfolds.

Financial Update

A financial update was provided to Board members.

Director's Report

The Director's report was presented to Board members.

Staff briefly addressed the article in the Sudbury Star regarding the Competitive Alternatives report. The article reported Greater Sudbury ranked 15 out of 15 in a study that looks at business tax competitiveness. Staff encouraged board members to read the report produced by KPMG.

Other Business

None.

GSDC Board Member Issues

None.

Upcoming Events

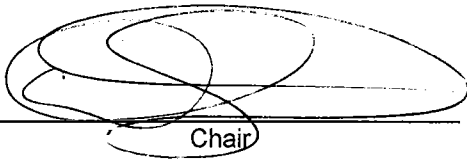
The next GSDC Board of Directors meeting will take place on Wednesday, July 9th, 2014.

Upcoming events:

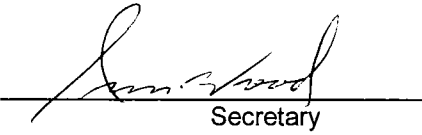
- June 19th – Mayor's State of the City Address
- June 26th – Economic Developers Council of Ontario (EDCO) Community Reception

Adjournment

The meeting adjourned at 12:45 p.m.



Chair



Secretary