

**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 12th, 2013
Commencement: 11:45 a.m.**

Chair

SCOTT LUND IN THE CHAIR

Present

Richard Brummer, Gisèle Chrétien, Stéphane Gauthier (A. 11:50 a.m.), Vicki Jacobs, Dave Kilgour, Paul Kusnierczyk, Scott Lund, Marianne Matichuk, Michael Penwarden, Troy Rainville, Darren Stinson, Wendy Watson

City Officials

Doug Nadorozny, Bill Lautenbach, Ian Wood, Meredith Armstrong, John Antonioni, Jean-Mathieu Chenier, Maureen Chiesa, Scott Fisher, Christine Hogarth, Jacinda McLean, Liam McGill, Mark Gibeault, Meaghan Middaugh, Eleethea Savage, Emily Trottier, Mark Vainio, Kathryn O'Leary

Guests

Henry Goegan, Kassandre Jolin – 50 Carleton

Agenda Review

There were no changes.

Declarations of
Conflict of Interest

Scott Lund declared a conflict of interest with *Sports Hall of Fame Funding Request* under item #6 – CED Committee Report.

Minutes

Darren Stinson/Wendy Watson: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of May 8th, 2013 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of May 1, 2013 and May 22, 2013 were presented to Board members.

Presentation:
Image & Marketing

Henry Goegan of 50 Carleton presented the phase 1 report on the Image & Marketing project to the Board. The presentation included a review of the project mandate and its objectives, as well as an overview of the work that has been completed to date and the findings.

The process included reviewing existing background materials and conducting external and internal interviews.

Mr. Goegan identified a number of communication objectives and key target audiences. The audiences that were interviewed consisted of internal and external contacts. During the interviews, the focus was on existing perceptions and challenges, key messages, the current brand, marketing communications, and the long-term goals.

Mr. Goegan then summarized the top-line interpretations and findings, which included the priorities by audience, in which mining and anything related to mining, came at the top of both the internal and external audiences. It was further broken down into product categories – social, business, and tourism.

It was indicated that the next steps in the process will be to incorporate the feedback provided by the Bard, articulate a brand approach, develop a brand architecture, and develop a creative brief.

A short question period followed the presentation. A further report and presentation to the Board is expected at a future Board meeting.

Business Incentives

Staff presented a report on Municipal Business Incentives. Staff was given direction from Council to research options for municipally granted business incentives. A report was presented at the February 26, 2013 Council meeting. As such, Council accepted the report and requested staff consult with the GSDC Board regarding potential for new/expanded incentives.

Staff outlined the options that municipalities have in terms of business incentives. Those options include development charge deferral and community improvement plans (CIPs), through tax increment financing, grants or loans, and waiving fees.

Staff reviewed the incentives currently offered by Greater Sudbury which are the downtown/town centres CIP and Brownfields CIP. Staff then reviewed the incentives offered in the areas of Toronto, North Bay, Sault Ste Marie, and Hamilton.

Staff recommended a sector approach with CIPs. The factors to consider are to determine which sector to focus on, the investment/job targets, and the level of support and timeframes. It was indicated that incentives can be a useful tool, depending on the level of priority placed on business incentives.

After some discussion, staff was directed to provide further information and prepare a report to be presented to the Board at a future meeting. The report will include a recommended approach with options.

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 May 31st, 2013.

Sports Hall of Fame Funding Request

A conflict of interest was declared by Scott Lund for the Sports Hall of Fame. Scott Lund vacated the Chair and Mike Penwarden assumed the chair.

Chris Sheridan delivered a presentation to the C.E.D. Committee in support of the Greater Sudbury Sports Hall of Fame's application for \$360,000 in funding. He presented the Sports Hall of Fame project and emphasized the importance of the project to celebrate our achievements in sport and secure the heritage of these achievements in a platform that supports public viewing. A partnership was formed with Science North based on working with the steering committee to define the components that might achieve the most success; partnership also enabled the leveraging of marketing and development expertise.

After discussion, the committee agreed to recommend that the GSDC Board support this project with a one-time amount of \$100,000, conditional on confirmation of funding from other sources.

Gisèle Chrétien/Troy Rainville: Whereas the Greater Sudbury Sports Hall of Fame (GSSHof) is an important project to celebrate achievements in sport and to secure the heritage of these achievements in a platform that supports public viewing; and

Whereas the GSSHof Steering Committee has plans for interactive and entertaining exhibits to attract consumers to an attraction that is deemed a worthy complement to other tourism attractions in Sudbury; and

Whereas a partnership with Science North will incorporate cross-marketing of both attractions to extend the reach of the Sports Hall of Fame to audiences outside of the facility and to facilitate the capture of visitors at other Greater Sudbury attractions;

Therefore be it resolved that the Greater Sudbury Development Corporation support the GSSHof project with a one-time commitment of \$100,000 from the 2013 Economic Development Fund, conditional upon confirmation of funding from other sources within twelve months.

Further, that the City of Greater Sudbury logo be supported and used on all of its communication materials.

CARRIED

Synergy Centre Reallocation

Stéphane Gauthier declared a conflict of interest with the Synergy Centre. He left the room during the discussion.

The Sudbury Community Foundation requested a reallocation of \$17,000 from their "Business Plan" to "Community Consultation" for the Synergy Centre project. It was indicated that \$17,000 would be used to fund more extensive community consultation and they have provided assurances that they will be able to achieve all of their outlined deliverables. A consultant will be used to facilitate the community consultation, including community building and "charette" components.

Upon approval of the reallocation, the "charette" will take place in June and a business plan should be ready for the Fall. They have assured staff that they can achieve all of the deliverables outlined in their funding agreement even with this reallocation.

Staff consulted with the committee and it was suggested that the reallocation of \$17,000 be approved.

Arts & Culture Report

Mike Penwarden, Chair of the Major Arts & Culture Grant Subcommittee thanked staff and committee members for all their hard work. Allocations have all been finalized and a media release was issued announcing the recipients.

The Community Arts & Culture Advisory Panel will meet to finalize the allocation recommendations. Staff will prepare a report and recommendation to go to Council in anticipation for the July 9th City Council meeting.

Industrial Land Update

Staff provided an update on industrial land to the Board. The update included Fielding Road, Walden Industrial Park, National Street, B & D Lands, Ceasar Road, Valley East Industrial Park, Kingsway – East of Falconbridge.

It was indicated that the upgrades being done to sewer and water in various parts of the City are starting to have a positive impact on the industrial areas in the vicinity of the upgrades.

Staff continue to meet with developers and are working hard towards making each area closer to being "shovel-ready".

A more detailed report will come to the next meeting of the Board.

Financial Update

Staff provided an overview of the financial report that was included in the agenda package. As of this date, the total uncommitted funds less future commitments are \$770,289.87.

Governance

Staff indicated that the Conflict of Interest Policy and Nomination Process Policy required an update. A Declaration of Affiliation was also distributed to Board members with a request to have it completed and returned to the Board Secretary.

Darren Stinson/Wendy Watson: That the Greater Sudbury Development Corporation Board of Directors adopt the Conflict of Interest Policy as presented and;

Further, that the Board and any sub-committee thereof, use this policy to guide the due diligence process.

CARRIED

Wendy Watson/Darren Stinson: That the Greater Sudbury Development Corporation Board of Directors adopt the Nomination Process Policy as presented.

CARRIED

2013 Priorities Update

Staff provided an update on the priorities for 2013, which included the following seven items designed to advance the four key areas identified at the March 6th meeting:

1. Advancing Planning Study for Innotech Park
2. Special Marketing Fund for Market
3. Continuing Opportunity Rocks Outreach Events
4. Inbound Trade Missions
5. Outbound Trade Missions
6. Investment Attraction Strategy Development
7. Film Development Marketing

Other projects that may return in the future are the branding/image implementation, retail strategy implementation, visitor information kiosks, and contribution to the Elgin Greenway Implementation.

Staff continue to work toward moving the priorities ahead and as such will provide updates to the Board as they progress.

ONEDC Northern Growth Plan Response

The Mayors and CAOs of the Northern Ontario Large Urban Municipalities (NOLUM) have directed their respective Directors of Economic Development to develop a position paper on the Northern Ontario Growth Plan.

As a result, through Ontario's Northern Economic Development Corporation (ONEDC), a consultant will be retained to do the work that is required for August, with each of the five partners contributing up to \$10,000. This matter was discussed at an Executive Committee Meeting and it was recommended for Board approval.

Vicki Jacobs/Darren Stinson: Whereas the Mayors and CAOs of the Northern Ontario Large Urban Municipalities (NOLUM) Group indicated they would work together to develop a comprehensive response to the Northern Ontario Growth Plan; and

Whereas this response would be coordinated through Ontario's North Economic Development Corporation (ONEDC) with each of the five partners contributing;

Therefore, be it resolved that the Greater Sudbury Development Corporation support up to \$10,000 towards the response to the Northern Ontario Growth Plan from the 2013 Economic Development Fund.

CARRIED

Director's Report

Several items were highlighted in the Director's report.

Cliffs announced a temporary halt to their Environmental Assessment process. While the EA process is suspended, the project has not been abandoned. Cliffs remain fully committed to the Moose Mountain site for the Ferrochrome Processing Facility.

Staff have been invited to present the Opportunity Rocks presentation to the Economic Development Association of Canada Conference

Indications are that KGHM International intends to move the new Victoria Project to the advanced exploration stage. This step will initiate active construction on the site and create approximately 200 jobs.

Hard Rock Medical, a medical drama series loosely inspired by the Northern Ontario School of Medicine, filmed its first season entirely in Sudbury last fall. On June 2, local production team, Carte Blanche Films, and TVO hosted a premiere screening at Science North. The series will air Sundays on TVO, starting June 9, at 8 p.m.

Work on the New Downtown Market is moving forward and the 2013 market will be ready for a "soft opening" on Saturday June 22. Staff have booked a full season of diverse and entertaining activities and performers, which will help to ensure a lively and engaging Market experience for visitors and residents this summer.

The Market Vendor Registration Night was held at Tom Davies Square on Thursday, June 6, with a solid turnout from vendors. In addition to staff from Tourism and Business Development, representatives from Eat Local Sudbury, the Sudbury District Health Unit and Regional Business Centre were on hand to assist vendors with questions and to let them know what resources are available to support their efforts this season.

Over 20 people attended the vendor registration event, including both longtime participants and new entrepreneurs, with eight vendors completing their permits to secure stalls for the entire season.

Leadership Summit - The Learning City Initiative and Scott Rennie are happy to be working with Laurentian University in the planning, development and execution of a Leadership Summit for October 2013. This summit's theme is to foster a leadership culture to produce the next generation of local leaders. The GSDC is a title sponsor for this event.

RBC has received their licence access to the Analyst Tool from OMAFRA and have started work on using the tool to analyze Greater Sudbury and apply to the Economic Development Strategic Plan.

Emily Trottier competed successfully in the recent recruitment for the position of Business Development Officer – Arts and Culture. As a result, Emily is now in the position on a permanent basis and, for 2013, she will focus on delivering the revised cultural plan and film marketing initiative.

The Chair presented a small token of appreciation to Bill Lautenbach in recognition of his leadership and contribution to economic development. Bill is retiring from the City of Greater Sudbury in August 2013.

Other Business

It was suggested that one or two meetings be held at an alternate location. Staff indicated that this will be discussed at an Executive Committee meeting.

Upcoming Events

The Mayor's State of the City address will be held on June 20th at the Radisson Hotel. The upcoming summer Board meetings will be held on July 10th, 2013 and August 14th, 2013.

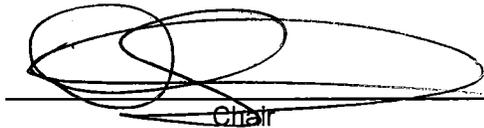
GSDC Board Member Issues

Dave Kilgour mentioned the Sudbury Welcome Centre has a temporary "closed" sign out front. The building is owned by the City and currently operating under the GSDC budget until October 31st, 2013 and then the building will be transferred over to the City's Assets division.

Stéphane Gauthier mentioned that Prise de parole, a recipient of GSDC funding for their Digital Shift project, received a Premier's Award for Excellence.

Adjournment

The meeting adjourned at 1:25 p.m.



Chair



Secretary