

**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, July 10th, 2013
Commencement: 11:45 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Fabio Belli, Richard Brummer, Gisèle Chrétien, Vicki Jacobs, Dave Kilgour, Paul Kusnierczyk, Mark Laberge, Joscelyne Landry-Altmann, Scott Lund, Marianne Matichuk, Troy Rainville, Darren Stinson, Wendy Watson

City Officials

Doug Nadorozny, Ian Wood, Meredith Armstrong, Judy Benvenuti, Jody Cameron, John Antonioni, Jean-Mathieu Chenier, Maureen Chiesa, Nicole Desaulnier, Scott Fisher, Liam McGill, Meaghan Middaugh, Mark Vainio, Kathryn O'Leary, Eleethea Savage, Emily Trottier, Mike Whitehouse

Guests

None

Agenda Review

There were no changes.

Declarations of
Conflict of Interest

Scott Lund declared a conflict of interest with *Cultural Industries Ontario's North* under item #6a – CED Committee Report: CION Funding Request

Minutes

Scott Lund/Paul Kusnierczyk: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of June 12th, 2013 be adopted.

CARRIED

Paul Kusnierczyk/Scott Lund: That the minutes of the Greater Sudbury Development Corporation Board of Directors special meeting of June 12th, 2013 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of June 5, 2013 were presented to Board members.

Presentation:
Image & Marketing Update

Staff provided a verbal update on the image and marketing project. Staff reviewed some highlights of the creative brief received from 50 Carleton.

There were several key drivers identified in the research findings:

1. Stick to what we do best.
2. Take a stronger lead in education, research and innovation.
3. Recognize Greater Sudbury as a legitimate place to visit.
4. Assume the lead role in regional health care and research.
5. Reinforce the cultural fabric of the community.

Other opportunities identified include fostering entrepreneurship, attracting new businesses of all sizes, becoming a retail hub and specializing in new areas such as the movie industry.

Staff will continue to refine the report and address some of the concerns regarding the direction of the creative brief. A more comprehensive report on the creative brief will be presented in August.

It was suggested that the brand incorporate some of the city's uniqueness being the city's francophone demographic and accessibility components.

The Chair excused himself from the meeting and Wendy Watson assumed the chair.

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 June 28th, 2013.

Cultural Industries
Ontario's North

A conflict of interest was declared by Scott Lund for Cultural Industries Ontario's North. Scott excused himself from the meeting.

Tammy Frick and Patrick O'Hearn delivered a presentation to the C.E.D. Committee in support of Cultural Industries Ontario's North (CION) application for funding. The new CION is an independent not-for-profit that will house Music & Film in Motion (MFM) and LOL Sudbury. CION would provide four key activities that would include:

- providing daily support to film productions and music industry projects in Northern Ontario
- updating and refining the tools needed to support industry expansion using digital infrastructure already developed by Cinefest
- marketing northern Ontario and regional media industry outreach
- assisting with career development, education and training.

CION will leverage cross-over activities that affect the film and music sectors.

After discussion, the committee agreed to recommend that the GSDC Board support the funding request conditional on confirmation of funding from NOHFC and FedNor.

Vicki Jacobs/Richard Brummer: Whereas Cultural Industries Ontario North (CION) is a newly incorporated not-for-profit organization with the mandate of supporting and promoting the local film and music industry and housing activities of Music & Film in Motion and the Laugh out Loud Comedy Festival; and

Whereas Greater Sudbury has enjoyed significant success with film productions in the area over the past year; and

Whereas a partnership with Cinéfest will incorporate synergies for both organizations;

Therefore be it resolved that the Greater Sudbury Development Corporation support CION with the first year of a three-year commitment of \$65,000 per year from the 2013 Economic Development Fund, conditional upon confirmation of funding from FedNor and the Northern Ontario Heritage Fund Corporation within twelve months.

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

CARRIED

DVDC

Scott Lund returned to the meeting. The Chair returned to the meeting.

The DVDC requested release of GSDC funding in the amount of \$50,000 for year one (1) support as per the GSDC resolution from the December 7, 2011. As the DVDC did not meet the conditions in the resolution of December 7, 2011, the GSDC Board deferred DVDC's request in the spring of 2013 until the sustainability report was available. The report was provided by DVDC as that deliverable. However, staff expressed concerns with the report.

GSDC funding remained conditional on funding from other levels of government. DVDC was unable to secure funding from FedNor based on the fact that the activities outlined are regarded as normal responsibilities of the municipality. NOHFC funding is pending.

Consensus was reached that the GSDC funding not flow because leverage funding was not secured.

Richard Brummer/Vicki Jacobs: Whereas the Downtown Village Development Corporation (DVDC) did not meet the conditions outlined in the GSDC Motion of December 7, 2011 establishing a conditional commitment of \$50,000;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors approves the transfer of the previously approved commitment of \$50,000 back into uncommitted funds under the 2013 Economic Development Fund envelope.

CARRIED

Draft Rail Transportation Study

GSDC Board supported a motion on January 9, 2013 to have a more detailed analysis report of rail opportunities.

A draft report from KPMG was provided and reviewed with the Board Executive in March and revisions made. The second draft was provided in the agenda package.

Imagine Sudbury approached GSDC staff with a request for funding to support the development of a feasibility study on the potential relocation of the CP main Line around the city core and the potential move of the rail yards from the Downtown. Staff has turned down the request.

Staff reviewed the draft report by KPMG with the Board. The report indicated that Greater Sudbury is not unique in terms of evaluating the potential relocation and redevelopment of downtown rail yards. There are other communities in the same situation. A project of this nature would be a major financial undertaking. The project would have to meet the eligibility requirements for funding programs by other levels of government, which are limited.

If the city determines the project a priority, there may be potential to move it forward, however the bulk of the cost would have to come from the public sector. The city would have to make a significant investment.

The information provided in the report indicates there is little to no basis for proceeding with a feasibility study due to the limited opportunities and potential challenges.

Other potential economic development opportunities involving rail transportation identified in the report include supporting and assisting Milman Industries in their communications with CP. It also indicated that rail access is important when looking at industrial land.

A discussion took place following the review of the report. It was indicated that the report provided a better understanding of rail lands. It was suggested that the report be finalized and circulated to City Council as well as shared with Imagine Sudbury.

Other Business

A verbal update on the director's report was provided to the Board.

GSDC hosted a visit from a potential investor. A non-disclosure agreement was signed and therefore the name of the IT company was not provided. If successful, this company could bring in a significant number of jobs to the city. A staff team met with the potential investors, visited the City's post-secondary institutions, visited potential sites, and met with provincial and federal partners. Overall, the company was very pleased with their visit to Greater Sudbury.

Staff indicated there have not been any new developments regarding the casino.

The Market is opened for business as of June 22nd.

There is new staff in GSDC due to staff being off on maternity leave.

GSDC Board Member Issues

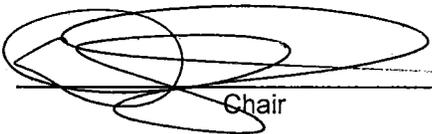
The Mayor expressed her concern with a letter written to the Sudbury Star which portrayed a poor reflection on GSDC. It was suggested there be a response to the letter.

Darren Stinson indicated there are many who are not aware of the role of GSDC. He indicated there should be more communication on the good work that comes out of GSDC.

Paul Kusnierczyk inquired on the status of the Motorsports Park. It was indicated that there have been some good discussions and the best way to move the project forward will be determined with the assistance of a consultant.

Adjournment

The meeting adjourned at 12:35 p.m.


Chair


Secretary