

**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, August 13, 2014
Commencement: 11:35 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Frank Chartrand, Yonaniko Grenon, Dave Kilgour, Paul Kusnierczyk, Marianne Matichuk, Daran Moxam, Troy Rainville, Al Sizer, Brian Vaillancourt, Wendy Watson, Jennifer Witty, Pierre Zundel

City Officials

Doug Nadorozny, Paul Baskcomb, Ian Wood, Judy Benvenuti, Jody Cameron, Maureen Chiesa, Jean-Mathieu Chenier, Scott Fisher, Scott Rennie, Liam McGill, Marie Edsall, Jacinda McLean, Shawna Cole, Brendan Shand, Kathryn O'Leary, Mike Whitehouse

Guests

Pierre Seguin, MNDM

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

None.

Minutes

2014-008 Wendy Watson/Dave Kilgour: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of June 18, 2014 be adopted.

CARRIED

2014-009 Dave Kilgour/Wendy Watson: That the minutes of the Greater Sudbury Development Corporation Board of Directors special meeting of June 18, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of June 17th, 2014 were presented to Board members.

Presentations:

**Industrial Land – Fielding
Road**

Staff presented an update on the Fielding Road Industrial Land project.

Staff provided some background on the Industrial Land Strategy. Council granted approval to proceed with an Environmental Assessment (EA) in June 2011, which is required under Environmental Assessment Act and to investigate alternatives to service the area.

R.V. Anderson was hired to do the EA. The first Public Information Centre (PIC) was held on March 1, 2012. Options were studied and staff initiated one-on-one meetings with landowners. A second PIC was held on July 30, 2014 and the preferred options were presented. The final report is being completed.

The high-level estimated costs include:

Wastewater servicing: \$6.4 million
Water Servicing Option: \$5.4 million
Roadway Restoration: \$5.7 million
Total: \$17.5 million

Costs have been refined downward over time.

The next step in the process is to review and finalize the EA report, provide an update and present a recommended alternative for servicing, as well as seek approval from Council to proceed to detailed design.

Staff outlined a few considerations:

- General support from landowners for servicing – generally no support for paying 100% of cost
- Cost of detailed-design is estimated to be in the \$7-800,000 range – some funding has already been allocated
- Probable contributions from upper levels of government for construction phase

A question period followed the presentation. It was indicated that there is fire protection in the existing industrial park. If the project moves forward, the City will have to double the fire flow.

There was some concern over spending money in a detailed design if we don't have a commitment from landowners. Staff indicated that while it is Council's decision, staff with the approval of the GSDC Board will bring forward a recommendation to Council with regards to the detailed design.

Staff indicated there are some challenges to work through; however, the landowners see the value in the project. Staff indicated that if the project does not move forward at this time, it could be another 25 years before it is brought forward again. It was mentioned that the City might have to take the risk of going ahead with the detailed design.

Strategic Plan – Single
Source Consulting Services

Staff provided an update on the Community Economic Development Strategic Plan. An overview of the process was provided to the Board.

Staff also reviewed the formation of the Strategic Plan Steering Committee (SPSC), the progress made to date and a request for single source consulting services.

The SPSC has reviewed background material for plan development. A "thought starter" is invited to speak at each meeting to share their perspective on the community and its future. The SPSC recently shared some initial visions which included improved quality of life, a conference/convention centre, citizen pride, and job growth.

Staff identified areas where a consultant would be used based on the proposed approach which included the consultation design, implementation, results analysis and interpretation, and recommendation for action plan and performance metrics. Staff reviewed an estimate of the initial scope of work and timelines.

Staff provided the case for single source consulting services and provided a review of the firm Miller Dickinson Blais.

Miller Dickinson Blais is one of Canada's leading economic development consultancies. Brock Dickinson, a professor for the University of Waterloo economic development courses, is a principal at Millier Dickinson Blais and would be the individual assigned to the project. He and other principals at the firm are regular speakers at industry conferences. They have a broad experience across Canada in many sectors. They have specific experience in the proposed modified approach with other communities. In addition, they have done extensive economic development work with Barrie, Sault Ste Marie and Waterloo.

A review of the next steps was provided to the Board which includes the consensus of the Board to single source. With the consensus of the Board, staff would negotiate an agreement with Millier Dickinson Blais and obtain consensus on the agreement at the next SPSC meeting. A resolution from the Board will be required to approve the single source agreement.

A number of questions were raised with regards to single sourcing and if a local company could do the work. Staff expressed concern with an RFP process as it is felt that companies would be submitting bids for no reason. Staff indicated that Millier Dickinson Blais is a nationally recognized agency and the expectation is that this firm will bring the latest techniques and pieces to the table. In terms of the process, the project requires both the expertise of staff and consultants.

Consensus was provided by the Board to move forward and enter into discussions with Millier Dickinson Blais.

Reports:

Economic Developers
Association of Canada
Conference Bid (2016-17-18)

Staff provided a review of the opportunity to submit a bid to host the Economic Development Association of Canada (EDAC) Conference in Greater Sudbury and recommended the Board support the bid. The Economic Development Department is a member of the association. The conference is sized appropriately for the City and is held to make a profit for the association. The Board would be committing to signing a contract to guarantee certain costs associated with the event that total \$92,000. The budget for the event will be set to recover these costs for a breakeven result.

The Board agreed with staff's recommendation.

2014-010 Troy Rainville/Wendy Watson: Whereas the GSDC Board Correspondence memo dated August 7, 2014 has outlined the opportunity to host the Economic Development Association of Canada (EDAC) Conference in Greater Sudbury in alignment with the Tourism Growth Engine of the Economic Development Strategic Plan for Greater Sudbury, *Digging Deeper*, and

Whereas the EDAC Conference requires the host city to contribute human resources and to guarantee financial resources for organizing the event;

Therefore be it resolved that the City of Greater Sudbury Community Development Corporation Board of Directors commit its support to host the EDAC Conference in the City of Greater Sudbury in 2016, 2017, or 2018 with specific deliverables to be monitored as part of an associated work plan and

budget created if the bid is successful.

CARRIED

Downtown Project Reporter

The Downtown Project Reporter was presented to Board members. The Board has taken an interest in the downtown and specifically the ongoing projects related to the Downtown Master Plan.

Staff indicated that Jason Ferrigan will be making a presentation on the design of the Elgin Street Greenway project at the Board meeting in October.

A question regarding the funding for the Elgin Greenway was raised. Staff indicated that the City's application to NOHFC did not pass stage 1 funding. However, staff are optimistic that they have a more favourable application to submit once again. The project is still in line with maintaining their target timeline.

Director's Report

The Director's report was presented to Board members.

The MSSEA program is well into phase 2. Through the MSSEA Program and since program inception in December 2013, the Export Marketing Assistance (EMA) Program has allocated \$283,000 in sales/marketing assistance to 34 mining supply and services companies across Northern Ontario. This funding is expected to leverage up to an estimated \$845,000 of total company spending once export marketing/sales projects are completed.

Export development training through the Strategic Export Marketing Program is currently underway for 10 Northern Ontario mining supply and services firms including 3 in Sudbury.

An Ontario Divisional Court set aside a decision reached by the Ontario Mining and Lands Commissioner in September 2013. In that decision, the lands commissioner denied Cliffs Natural Resources an easement for a road to reach its Black Thor chromite deposit in the so-called Ring of Fire area of northwestern Ontario. Cleveland-based Cliffs wanted the easement, even though the land is owned by rival KWG Resources. The court's decision means that Natural Resources Minister Bill Mauro will now decide if Cliffs gets the OK for a road into the Ring of Fire.

Staff connected with representatives at Cliffs and while there is significant difference in what they are investing into the project, they still feel the business case is valid. Staff continue to maintain a good relationship with all those involved in the project.

Laurentian University announced the appointment of Dr. Rui Wang as the new Vice President for Research, effective January 2015. Dr. Wang is well-established as an internationally-recognized scientist in his own right, and also brings extensive experience in university administration and a deep knowledge of Northern Ontario. He is an acknowledged leader in medical research with the study of metabolism and the physiological functions of a group of small molecules of gas, known as gasotransmitters. Dr. Wang will work closely with AMRIC in his new position.

The Market opened for the season on Saturday, June 28 and had more than

500 visitors come through over the weekend. The annual Blueberry Bash at The Market was held on Saturday July 19, as part of The Blueberry Festival festivities, and had nearly 900 attendees. The Market currently has 37 registered vendors, including the Deelish food truck, who had two successful days at The Market and has plans to return.

Hard Rock Medical is currently filming season 2 of the television series, with a large portion of the cast and crew being from the North. Staff is working with the production on accessing municipal resources. Important economic development piece. Staff are also working with the production company and Ontario Tourism at collecting some footage of the City.

On July 8th, Council approved the disbursement of \$57,819 to support 23 community arts and culture organizations. The \$29,858 in unallocated funds will be transferred to a GSDC reserve account for project grants in 2015. In 2015, there will be two budget lines for arts and culture. Staff are working on scenarios on how to administer those funds.

Tourism staff met with representatives from College Boreal, Cambrian College and Laurentian University to discuss collaborative efforts to welcome students to the community this fall. The group is exploring initiatives including overnight packages for parents getting their students settled, an "environmental challenge" culminating in an October event for all three schools downtown, a cooperative website hub to attract students from the GTA, tours for international students and more. Signage will be put up in the City. Staff will circulate information on what is happening.

Jacinda McLean (Regional Business Centre) and Kaitlyn Dunn (Export Assistance Program) conducted 2 half-day sessions at B & D Manufacturing in July. They worked with 14 staff to help them identify projects and plants within their scope of responsibility. The information shared from the Industrial Info Resources database will encourage export development by providing direct contact information for key personnel at a targeted plant or assigned to a specific project. Kaitlyn completed similar consultations with Technica Mining and Anmar Mechanical.

CLIENT SUCCESSES:

- **The Motley Kitchen** opened its doors on June 5, 2014.
- **Impact Tutoring, Nickel City Creative, VIP Landscaping & Property** have all registered and started their businesses in June.
- **Sweet Yarns** has moved her location to Lorne Street to promote her exposure.
- **werzmyBus App**, owner - Hema Khairajani, launched her mobile application with the assistance of Cambrian Innovates (Applied Research Dept) to help residents with the local transit system. This was a successful partnership with Cambrian Innovates.

The Tourism and Culture team welcomed Courtney Gilbert onboard on July 24th as the new Technical Coordinator charged with coordinating the Market program. She'll be working with the vendors, staff and the Market Working Group on the 2014 program and the business plan for 2015 and beyond.

The North America Mining Expo (N.A.M.E.) is taking place on September 10th and 11th at Centennial Community Centre in Hanmer. The Energy and Mines Minister Conference is also taking place in Sudbury with a reception on August

24th. Gold Quest will be visiting Sudbury on a three day tour beginning August 28th.

The Mayor's annual new student reception, focusing on welcoming international students, will be held on Tuesday, September 23rd at Dynamic Earth.

Other Business

A letter from the Art Gallery of Sudbury dated July 17, 2014 was presented to the Board for information only.

The Art Gallery of Sudbury presented to Council on August 12th. Concerns were raised on sustainability of funding. The Art Gallery's funding allocation was reduced from 2013. The reduction in funding was well communicated with the Art Gallery. It was suggested there is a need for future planning and determining the right model to follow.

Staff will continue to report back to the Board on this matter.

GSDC Board Member Issues

Pierre Zundel mentioned he attended the EDCO reception on June 26th. He indicated that from that event, he was able to connect a group with one of the contacts he made at the event.

A draft Dashboard report was distributed at the meeting and some questions were raised regarding the housing stats. Staff will obtain more information on the stats that were collected.

A list of 2014 Summer Company students was distributed at the meeting.

Upcoming Events

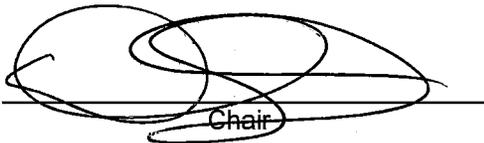
The next GSDC Board of Directors meeting will take place on Wednesday, September 10th, 2014.

Upcoming events:

- September 9th: North America Mining Expo Gala Dinner, 5:30 p.m., Caruso Club

Adjournment

The meeting adjourned at 1:30 p.m.



Chair



Secretary