

**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 14th, 2013
Commencement: 11:35 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Fabio Belli, Richard Brummer (A. 11:40 a.m.), Gisèle Chrétien, Dave Kilgour, Paul Kusnierczyk (A. 11:40 a.m.), Mark Laberge, Joscelyne Landry-Altman (D. 1 p.m.), Scott Lund (A. 11:55 a.m.), Marianne Matichuk, Troy Rainville, Darren Stinson, Brian Vaillancourt, Wendy Watson

City Officials

Paul Baskcomb, Ian Wood, Jody Cameron, John Antonioni, Jean-Mathieu Chenier, Nicole Desaulnier, Scott Fisher, Dana Jennings, Liam McGill, Jacinda McLean, Paul Reid, Scott Rennie, Emily Trottier, Mark Vainio, Kathryn O'Leary, Sandy Brouse, Mark Gibeault, Andrew Zavarucha, Guido Mazza, Mike Whitehouse

Guests

Don Lamontagne, President of Sudbury District Motorsports Association and Heinz Wuthrich, Vice-President of Sudbury District Motorsports Association

Agenda Review

Item 5c Motorsports Park was moved to the top of the list of presentations. It was also advised that item 5d Image and Marketing would be removed from presentations. Staff indicated they are at a critical point in this project and have directed the consultant to do some further work on the project.

Paul Baskcomb was welcomed and introduced as the Acting General Manager of Growth & Development.

Declarations of
Conflict of Interest

Scott Lund declared a conflict of interest with *Science North* under item #6a – CED Committee Report: Science North Funding Request for Dynamic Earth Expansion.

Minutes

Troy Rainville/Gisèle Chrétien: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of July 10th, 2013 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of July 8, 2013 were presented to Board members.

Presentations:
Motorsports Park

Staff provided an update on the Motorsports Park. The Sudbury Airport Community Development Corporation has a Memorandum of Understanding (MOU) with the Sudbury District Motorsports Association (SDMA) for 300 acres of land.

A Whip-Poor-Will survey and mapping study is currently being undertaken. The survey work was completed in the months of June and July. Results of the survey are still pending. An investigation into base costs and ease of entry and egress was also done. Traffic remains a principal site concern.

The Airport location remains a primary site selection. Contingency planning calls for continued investigation into further development site(s).

SDMA has refined its business plan for a Motorsports Park to that of an Entertainment Park. This would allow for a venue to operate in a number of capacities, i.e. concerts, sporting events, and other outdoor events.

SDMA is working on refining their fundraising plan. This includes revitalizing their membership program and community communication. Other fundraising efforts include event hosting and supporting activities.

SDMA is in a transitional phase from a volunteer board to a working board. SDMA's Annual General Meeting will be held in September. A strategic planning session is being scheduled with input from the new board in October. A concrete strategic plan document will follow in November.

Staff continue to work on SDMA fundraising efforts, refining the business plan, and a strategic planning conference in order to solidify project development milestones and timelines.

Business Incentives

Staff presented a report describing options for a potential Community Improvement Plan (CIP)-based incentive package.

Staff recommended the development of a new Tax Increment Financing (TIF) based business incentive program via a CIP that incorporate the following elements:

- Geography – city-wide applicability
- Sector focus – the five economic engines outlined in Digging Deeper (with the ability to add sectors at a later date)
- Targets for
 - Investment – Minimum of \$2.5 million
 - Job creation – Minimum of 30 new jobs (net new FTEs)
- Level of support to be provided to participating companies – 100% of Tax Increment (not to exceed value of project)
- Cannot be combined with incentives from other CIPs (no stacking)
- Time horizon for the incentive – Five years

After some discussion, the Board indicated that staff was headed in the right direction. Staff will finalize the report for the September 24th City Council meeting.

Industrial Land

Staff presented a report on industrial land.

The report provided a status update, along with next steps and development potential for a number of industrial areas across the city.

It was determined that the inventory of designated and zoned land for industrial purposes is quite high across the community. It is estimated that Greater Sudbury has a 30-year supply, over 1,200 acres, of industrial land.

The constraints that existed around industrial land relate more closely to the availability of shovel-ready land; meaning lots are serviced and can accommodate development. It was noted that less than twenty percent of the total of the supply of industrial land is considered shovel-ready for industrial development.

The conceptual design and costing exercise revealed that there was in fact more capacity in the system than originally thought, enabling landowners to develop their properties and bring them to market.

Staff will continue to work with colleagues in Planning, Engineering and Finance to monitor investments in infrastructure; ensuring adequate capacity is taken into account for nearby industrial areas wherever possible.

After some discussion, it was advised that staff continue to keep the information up to date and accurate as well as continue to keep the lines of communication open with developers.

Reports:

C.E.D. Committee Report

Dave Kilgour provided an update to the Board on the last C.E.D. meeting which was held on July 26th, 2013.

Science North: Expansion of Dynamic Earth

A conflict of interest was declared by Scott Lund with Science North. Scott excused himself from the meeting.

Guy Labine, Audrey Dugas, and Julie Moskalyk delivered a presentation to the C.E.D. Committee in support of Science North's application for funding for the expansion of Dynamic Earth. The total estimated cost of the project is \$3 million and Science North is requesting \$250,000 from GSDC.

After discussion, the committee agreed to recommend that the GSDC Board support this project, conditional on confirmation of funding from other sources.

Troy Rainville/Brian Vaillancourt: Whereas Science North has a strong reputation for completing successful growth projects; and

Whereas Dynamic Earth and Science North are key members of the Sudbury Tourism Partnership; and

Whereas Science North is Canada's 2nd largest science centre and Dynamic Earth is Canada's 8th largest science centre, and both are Northern Ontario's most popular tourist attractions;

Therefore be it resolved that the Greater Sudbury Development Corporation support Science North with a commitment of \$250,000 from the 2013 Economic Development Fund for the expansion and exhibit additions at Dynamic Earth, conditional upon confirmation of funding from other sources.

Further, that the City of Greater Sudbury be recognized at any launch initiatives; and City of Greater Sudbury logo be supported and used on all of its communication materials.

CARRIED

Scott Lund returned to the meeting.

Film & Television Marketing

Staff provided an update on film and television marketing. The factors identified when looking for a preferred destination for productions included the NOHFC incentive, the ability to hire local crew members, and available site locations.

Staff suggested enhancing the tactics through more specific marketing of Greater Sudbury. The following is an outline of tactics in targeted marketing of Greater Sudbury as film production location:

- Film website
- Local Film Stakeholder Meetings
- Travel Support
- Brochures and Photo Book

- Promotional Video
- Industry Events

These promotional initiatives will enable the city to market itself on a national and international scale and increase the sector's chances to further attract film productions to the City.

The Board offered positive comments with respect to the work done by staff on film and television.

Cultural Plan

Staff provided an update on the Cultural Plan. The plan will serve as an update to the Arts & Culture Strategy initiated in 2006, the cultural mapping project of 2011 and the various community and stakeholder outreach initiatives since then. The Cultural Plan Community Liaison Group will hold their first meeting in early September. The group will aim to have a broad representation and act as a "sounding board", advising on the plan's development throughout the process. A community consultation session is being held on September 28th and 29th at the Market and online submissions are also being accepted on what Sudbury's culture means to the community.

There were no comments or questions.

Appointments

Community Economic Development Committee

Troy Rainville/Brian Vaillancourt: That the following member be appointed to the Community Economic Development Committee for a one (1) year term ending June 2014:

Paul Kusnierczyk
Wendy Watson

CARRIED

Major Arts and Culture Grand Fund Sub-Committee

Fabio Belli/Wendy Watson: That the following members be appointed to the Major Arts and Culture Grant Fund Sub-Committee of the Greater Sudbury Development Corporation for a one (1) year term ending June 2014:

David Kilgour
Troy Rainville

CARRIED

Cultural Plan Community Liaison Group

Scott Lund/Marianne Matichuk: That the following member be appointed to the Cultural Plan Community Liaison Group ending December 2014:

Gisèle Chrétien

CARRIED

Director's Report

Several items were highlighted in the Director's report, which was tabled at the Board meeting.

Funding for Phase 2 of the Mining Supply and Services Export Assistance Program has been secured from NOHFC and ONEDC with FedNor's contribution pending.

The GSDC Board has been asked to conduct a due diligence review of AMRIC's request for \$10 million in capital funding. As determined by the GSDC Executive, AMRIC has been invited to make a presentation to the Board at the September 12th meeting. This meeting will be closed and opened only to Board members.

The Learning City Initiative has formed an Executive Committee. The Learning Spark festival is scheduled for September 14, 2013 from 10 a.m. to 4 p.m. in Memorial Park. It will be a free family fun day full of play-based learning opportunities geared towards children 12 and under.

The Research Officer is working with the BDO's on a project using the Analyst Tool from OMAFRA. This tool allows us to analyze the economy by industry and occupation on a regional level.

JWP Consultants has been selected to undertake the development of an Investment Attraction Strategy for Greater Sudbury.

ONEDC members have been invited to present economic development priorities to the strategic investment staff of the Ministry of Economic Development Trade and Employment. Staff will be in Toronto to make the presentation on September 11th.

Other Business

The Chair advised the Board of André Dumais' resignation from the GSDC Board of Directors. The Board has directed the Board Executive to go forward with the nomination process.

It was suggested that Board members be notified of the upcoming C.E.D. Committee meetings as well as Major Arts and Culture Sub-committee meetings.

At the Board Executive's approval, the September board meeting has been rescheduled to Thursday, September 12th, 2013.

GSDC Board Member Issues

The Chair indicated he attended a news conference to announce funding for AMRIC and had a tour of their facility. He indicated that it is a state of the art medical research facility and a worthwhile investment for GSDC.

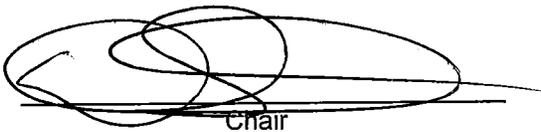
Upcoming Events

The Board was notified of the following upcoming events:

1. President's Series Luncheon with Greg Rickford on August 16th.
2. Official Opening of the Laurentian School of Architecture on September 4th.
3. Northern Ontario Business Awards in North Bay on October 3rd.
4. Sudbury Leadership Summit on October 24th-25th.
5. Naturallia 2013 B2B Matchmaking Event in Sault Ste. Marie on October 28th-30th.

Adjournment

The meeting adjourned at 1:40 p.m.



Chair



Secretary