

**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, September 10, 2014
Commencement: 11:40 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Dave Kilgour, Paul Kusnierczyk, Joscelyne Landry-Altman, Daran Moxam, Troy Rainville, Al Sizer, Brian Vaillancourt, Wendy Watson,

City Officials

Doug Nadorozny, Paul Baskcomb, Ian Wood, Meredith Armstrong, Jody Cameron, Maureen Chiesa, Eleethea Savage, Emily Trottier, Scott Fisher, Liam McGill, Marie Edsall, Shawna Cole, Brendan Shand, Jacinda McLean, Mike Whitehouse

Guests

Agenda Review

There were no changes to the agenda.

Declarations of
Conflict of Interest

None.

Minutes

2014-011 Brent Battistelli/Troy Rainville: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of August 13, 2014 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of August 6th, 2014 were presented to Board members.

Presentations:

Strategic Plan Update

Staff provided an update on the Community Economic Development Strategic Plan.

Consultant, Millier Dickinson Blais (MDB) has been engaged to quote on providing consulting services as a part of the strategic planning process. MDB submitted a proposal which addresses all of the requirements as outlined in the request. They have outlined a more aggressive timeline and provided options for an additional visit to the community and an increase to the portion of the interviews to be completed by MDB, as requested by the Strategic Plan Steering Committee (SPSC). Their fees align with the estimated budget range of \$30,000 – \$50,000.

Staff provided an overview of the SPSC meeting which included a presentation from Christian Pelletier, innovator for “We Live Up Here”. Christian provided insight and thoughts on his vision and ideas for the future of Greater Sudbury. His presentation brought a great deal of energy and enthusiasm, resulting in the SPSC formulating a number of great ideas on how to engage the community in the strategic planning process.

A question was raised regarding the timeline for the roll out of the Strategic Plan and how it would be meshed with Council and they engage in visioning

following the election. Staff informed the Board that the intent is to share the work completed on the Strategic Plan with Council.

2014-014 Brent Battistelli/Troy Rainville: Whereas Millier Dickinson Blais (MDB) is recognized as one of Canada's leading economic development consulting agencies; and

Whereas at its meeting of August 12, the GSDC Board authorized staff to enter into discussions with MDB for the provision of specified consultant services in support of the development of a new community economic development strategic plan for Greater Sudbury, with an estimated cost of \$30,000 to \$50,000; and

Whereas staff and MDB have agreed on a package of services which has been reviewed and supported by the Strategic Plan Steering Committee for a base price of \$42,750 + HST and a price with all options of \$52,500+HST.

Therefore be it resolved that the Board of Directors of the Greater Sudbury Development Corporation authorize the single source procurement of strategic plan consulting services from Millier Dickinson Blais for a total price of up to \$53,424; and

Further, that the GSDC Board authorizes the disbursement of \$50,000 from the 2014 Economic Development Fund for costs associated with the strategic planning process.

CARRIED

Reports:

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

The C.E.D. committee provided an update the Board on the meeting held on Friday September 5, 2014.

The Art Gallery of Sudbury submitted a request for emergency funding in the amount of \$75,000, citing the reduction of their 2014 Arts and Culture Grant as cause for their current fiscal challenge. The Board engaged in a lengthy conversation bringing up similar points that the C.E.D. Committee discussed. In the end, the Board agreed with the committee's recommendation.

2014-012 Brian Vaillancourt/Wendy Watson: Whereas the Art Gallery of Sudbury has requested emergency funding in the amount of \$75,000; and

Whereas the proponent has reported financial challenges that threaten its ability to deliver critical operational programming; and

Whereas the proponent has established itself as a key component to the community's artistic landscape; and

Whereas the proponent has requested that CGS Council consider direct funding to the AGS in 2015 and future years; and

Whereas the proponent understands that any advance provided by GSDC will be deducted from their entitlement to the 2015 Arts and Culture Operational Grants.

Therefore be it resolved that the GSDC Board provide the Art Gallery of Sudbury with an advance of \$75,000 on its anticipated 2015 Arts & Culture Grant through the Community Economic Development Fund; and

That this amount be replenished to the Community Economic Development Fund from the 2015 Operating Arts & Culture Grant budget once these funds are received by the GSDC; and

That economic development staff work with representatives of the Art Gallery of Sudbury and their financial advisers to clarify the AGS's ongoing requirements for financial sustainability; and

That the AGS deliver a report on funding expenditures using this emergency funding as a requirement of the 2015 Arts & Culture Grant intake process.

CARRIED

-Science North, Pumpkinferno **2014-013 Wendy Watson/Troy Rainville:** Whereas Science North has a strong reputation for completing successful projects; and

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

Whereas the development and expansion of shoulder season visitor attractions is a key opportunity for Sudbury Tourism;

Therefore be it resolved that the Greater Sudbury Development Corporation support Science North with a commitment of \$25,000 from the 2014 Economic Development Fund for the expansion of the Halloween Tunnel of Terror event with the addition of the Pumpkinferno exhibit at Dynamic Earth, conditional upon confirmation of funding from other sources as outlined in the proponent's application.

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 material.

CARRIED

Director's Report

The Director's report was presented to Board members.

In response to a request from two local mining supply and service companies and as a result of feedback received through the Mining Supplies and Services Export Assistance Program, the GSDC is hosting a one-day workshop on Lean Manufacturing titled, "Preparing to Compete and Win In 2015". The workshop will be held on October 7th and is open to about 30 participants.

A number of activities focused on Advanced Education have occurred over the past month. As part of the Greater Sudbury Learning City Initiative, staff are working on "welcome students" efforts. Staff shared sample visuals of the signs, banners, stickers and decals which have been displayed around the city to raise awareness of the incoming students and to spread the "Learn more. Live better." messaging. Further, a "Welcome Student" package was developed for parents and caregivers to join their students during move-in weekend. The getaway package provides the opportunity to sample some of Sudbury's fantastic attractions and features discounted rates at Sudbury hotels. Finally, it was shared that for the first time in Laurentian's history, the first-year students in all undergraduate programs arriving from the GTA and Central Ontario outnumber Sudbury students at 56.4% compared to 2013 at 50%. In addition, Cambrian is looking forward to its third consecutive start-up featuring

growth in first-year enrolment, including international students choosing to study at the College, while Collège Boréal maintains the highest score in graduate satisfaction and the highest graduate rate among the province's 24 colleges. A Board Member commented on the increase in grad spaces at the university and how it will provide a positive impact on the city's economy. He asked how we can better promote the successes of Greater Sudbury. Staff replied that the topic of a communication plan will be discussed at next month's meeting.

Cinéfest is hosting the 26th edition of the Festival. This year's lineup features Sudbury-filmed *Lost After Dark*, as well as several others shot in Northern Ontario. The film festival runs from September 13th through to the 21st and will host a pan-northern industry forum on September 19th.

The Learning Spark play-based learning festival, a Learning City initiative, will take place in Bell Park on Saturday September 27th. This innovative event encourages preschool and elementary school students and their families to explore unstructured play as an important method of learning with a diversity of themed activity areas for building, water play, sand, technology, dress-up and more.

Staff has been in contact with several local antiques sellers and the development of a pilot Antique Market is now in the works for several Sundays this October.

Other Business

Councilor Dave Kilgour congratulated staff on the announcement of Greater Sudbury being selected as a host for the *Rogers Hometown Hockey* event on December 7th, 2014. He also brought forward information and an application package for Greater Sudbury to host a Federation of Canadian Municipalities (FCM) Monthly Board Meeting and/or Annual Conference.

GSDC Board Member Issues

The Director brought forward a request from Mayor Marianne Matichuk for the Board to look at its next steps with regards to the Ring of Fire following the recent announcement of the formation of a Development Corporation for the project. The importance of having representation on the new board was identified as many groups and municipalities have shown strong interest in participating. A presentation or report on this topic will be brought forward at next month's meeting.

Darren Stinson announced that the Copper Cliff Girls Bantam Curling team has been invited to the International Junior Invitational Curling Bonspiel to be held in Switzerland in March 2015. The team will need to raise \$10,000 in order to attend the event.

Upcoming Events

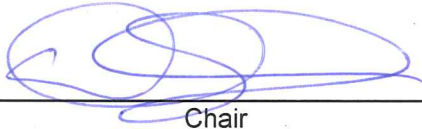
The next GSDC Board of Directors meeting will take place on Wednesday, October 8th, 2014.

Upcoming events:

- Leadership Summit – October 16th and 17th
- Chamber Luncheons:
 - Annual General Meeting: Tom Rand - October 8th
 - President's Series Luncheon: Marc Boissoneault, VP Sudbury Operations, Sudbury INO – October 21st
- Regional Business Centre: Bridges to Better Business Conference – October 20th – 24th

Adjournment

The meeting adjourned at 12:56 p.m.

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Chair

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Secretary