

**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, January 13, 2016
Commencement: 11:40 a.m.

<u>Chair</u>	<u>DARREN STINSON IN THE CHAIR</u>
<u>Present</u>	Brian Bigger, Brent Battistelli, Darren Stinson, Deb McIntosh, Iyo Grenon, Lynne Reynolds, Mark Laberge, Mark Signoretti, Paul Kusnierczyk, Pierre Zundel, Wendy Watson
<u>City Officials</u>	Kevin Fowke, Ian Wood, Meredith Armstrong, Eleethea Savage, Dana Jennings, Emily Trottier, Jacinda McLean, Jean-Mathieu Chenier, Julian Douglas, Liam McGill, Scott Rennie, Eric Vaillancourt
<u>Guests</u>	Claude Rivet – MNDM Melanie Mayer – FedNor Carmen Robillard – Ontario Trillium Foundation Debbi Nicholson & Joyce Mankarios – Greater Sudbury Chamber of Commerce
<u>Agenda Review</u>	There were no changes.
<u>Declarations of Conflict of Interest</u>	None.
<u>Approval of Minutes</u>	2016-001 Mark Laberge/Lynne Reynolds: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular minutes of December 9, 2015 be adopted. <p style="text-align:right">CARRIED</p>
<u>Executive Committee Notes</u>	The Executive Committee notes of December 2 nd , 2015 were presented to Board members for information only.
<u>Reports:</u> A) C.E.D. Update	Pierre Zundel provided an update on the CED committee.
Café Musique Rayside Balfour	The CED committee reviewed the decision as to whether or not the 10% holdback should be released to Café Musique. The outcomes of the event held in June 2015 for the 400 th Anniversary of Samuel de Champlain were reviewed and it was determined that Café Musique met the requirements that were asked of them and although it was not the anticipated outcome that they had hoped for, guidelines were generally met. The committee also acknowledged that given the funding amount was relatively small in quantity, that there was low risk. Therefore, it was the CED committee's decision that the 10% holdback should be released.
Major Events Development Officer Funding	The CED committee reviewed a proposal to fund the position of the Major Events Development Officer position. Staff commented that the sports tourism has been previously funded through the CED committee, as this position is over and above the operating budget but brings a lot of value to both the economic development and tourism in Sudbury. There have been many opportunities for creating partnerships and fostering an environment for growth with the Major Events Development Officer position, including hosting opportunities for sporting related events, that bring a great deal of economic benefit to the Greater City of Sudbury.

The CED committee recommended approving the funding for this position. Staff agreed to bring a six-month evaluation back to the committee in June 2016, providing an update on tracking and reporting of the growth and successes provided by this position.

There was also a request made by the members for staff to present a long term plan of how this position will continue to receive funding at the June meeting. Information was provided in an additional memo on other examples of staff positions funded through CED (such as motorsports and the School of Architecture), as well as how this position leverages internal resources to support this funding.

A board member asked whether this position would assist in attracting events to the Sudbury Arena. Staff responded by stating that this position would continue to promote opportunities for Greater Sudbury, and that communication and collaboration with Leisure Services is ongoing in order to promote local opportunities for events, including those utilizing CGS facilities.

2016-002 Pierre Zundel/Wendy Watson: That the City of Greater Sudbury Development Corporation Board of Directors provide CED Funding for the position of Major Events Development Officer Funding.

WHEREAS From the Ground Up notes the tourism objective of becoming "one of Ontario's top tourism destinations" as Goal Seven, requiring efforts to "prioritize attraction efforts for meetings, conventions, sporting and other events/business to the community" in order to support the growth of the tourism sector; and

WHEREAS continuation of the sales-focused staff position leverages the advances made and sustains momentum already gained in the area of meetings, conventions and sport tourism;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation (GSDC) Board of Directors provides funding of up to \$85,000 to cover wages and mandatory employment-related costs for the Major Events Development Officer position in 2016, and

FURTHER that the Tourism and Culture section ensures the following deliverables:

- A six-month evaluation of the position reporting back to the CED Committee of the GSDC Board of Directors at the June 2016 meeting, providing tracking and reporting of the growth and successes provided by this position; and
- A long term plan for the sustainability of this position.

CARRIED

Initial Discussion of the CED Funding Guidelines

The CED Committee reviewed the current CED Funding Guidelines which includes:

- General overview
- Eligibility criteria
- Funding criteria

The committee members commented that they are interested in further discussing the mandate and the funding types. It was suggested that perhaps the committee members could hold a separate meeting, involving board members, to discuss areas of concentration to align with the new Strategic plan (e.g.. Internal vs. external funding; Non-profit would account for what percentage of CED funds.) Ideally, members would like to see a balance of funding projects both of larger well established organizations, of small

organizations and community events that require the financial assistance. The committee requested that staff develop a process and a position paper to initiate review discussions.

Update on Council Large Projects Process

An update was provided on the 16 Large Projects that were presented to Council on November 27th. The Economic Development staff continue to work on assessing the proposed projects. The commitment made is to report back to council on or before April 12th.

ONEDC Provincial Nominee Program Advocacy

Staff have requested the GSDC Board to support a move by Ontario's North Economic Development Corporation (ONEDC) to request for assistance from the province to:

- Establish a Northern and Rural Nominee Program to address the unique challenges faced by Northern and Rural communities.
- Introduce a Strategic Recruitment Stream which can quickly respond to changing labor force needs within Municipalities.
- Introduce a trades professionals bridging program or expand the existing Professions North Program to support trades professionals such as Electricians, Plumbers, Truck Drivers, Health Care and Support Workers and Chefs.

A few board members had concerns regarding the current unemployment rate in our area. However, it was identified that interviews and sponsoring would aid in filling positions that are more geared towards the trades industries as identified in the board resolution.

2016-003 Iyo Grenon/Paul Kusnierczyk: WHEREAS *From the Ground Up*, Greater Sudbury's Community Economic Development Strategic Plan, identifies that immigration is expected to play an important role in the future growth of our community. New residents can provide a steady stream of new skills, experience and international connections that will benefit our city.

WHEREAS the Growth Plan for Northern Ontario, 2011, indicated that the Province will work with Northern Ontario communities to attract new and needed skills and ideas through provincial and other programs that skilled newcomers and international students to Northern Ontario's communities and post-secondary institutions;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation support a request for the Province to implement new policies and programs that consider the unique and diverse make up of Ontario's rural and northern municipalities by enacting the following recommendations:

1. Establish a Northern and Rural Nominee Program to address the unique challenges faced by Northern and Rural communities.
2. Introduce a Strategic Recruitment Stream which can quickly respond to changing labor force needs within Municipalities.
3. Introduce a trades professionals bridging program or expand the existing Professions North Program to support trades professionals such as Electricians, Plumbers, Truck Drivers, Health Care and Support Workers and Chefs.

CARRIED

Amendments to Operating By-Law

A meeting will be held at the next GSDC Board meeting to review the amendments and vote on changing the Operating By-Law that governs the GSDC Board. Staff explained the suggested revisions, and that special resolutions by both the Directors and the Members will need to be passed before the new Operating By-Law will take effect.

Creation of Nomination
Committee for Board
Recruitment

The Executive committee met on the issue of Board Recruitment and nominated Pierre Zundel to chair the Nomination Committee. Paul Kusnierczyk, Brent Battistelli and Wendy Watson volunteered to participate on the nomination committee as members

2016-004 Mark Signoretti/Pierre Zundel: WHEREAS the Greater Sudbury Development Corporation Board has approved the formation of a Nomination Committee to recruit new board members, as appropriate given the number changes as reflected in the amendments to the new By-Law.

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation Board of Directors appoint Pierre Zundel as Chair of the Nomination Committee, as well as Brent Battistelli, Paul Kusnierczyk and Wendy Watson as the members.

CARRIED

Director's Report

A few items from the Director's report were highlighted for the Board:

1. Staff continues to manage email communication from the general public seeking to get involved in local efforts. To date over 130 residents have communicated their interest, approximately 60 of whom made their initial contact through the dedicated newcomers email account. As of January 7, 2016, two (2) Syrian families (14 individuals) have arrived in Sudbury. It is anticipated that eight (8) other families will arrive in the coming weeks and months
2. The proposed Phase 3 Northern Ontario Exports Program has received funding approval from two of the three required funding partners to date. This includes the recently approved contribution of \$30,000 from the GSDC. The Northern Ontario Exports Program is scheduled to extend and continue the work of the current Mining Supply and Services Export Assistance from December 2015 to March 2018.
3. As per Council's approval in the fall, a new by-law will come into effect on February 1st to streamline the film permitting process. It includes expedited turnaround times for permit applications and standardized conditions regarding notification and use of municipal property.
4. The Arts & Culture Grant Program is expected to open intake for 2016 applications late January. The online application portal will include both French and English versions. Five grant information sessions will take place in February, which will be mandatory for new applicants and strongly encouraged for returning applicants.
5. Staff is working to confirm members of the Arts & Culture Grant juries. Four additional community members will be recruited once GSDC Board member representation is determined.
6. In partnership with Laurentian University and the Northern Policy Institute, Economic Development co-sponsored the Goring Lecture Series event featuring guest speaker Justin Ferbey, President and CEO of the Yukon Development Corporation, which took place on Thursday, January 7th at Laurentian. Recognized as 2013 Innovator of the Year by the Yukon's Tourism Industry Association, Mr. Ferbey joined northern Ontario tourism stakeholders to share his experiences developing sustainable Aboriginal tourism products in the northwest, and to discuss how this learning may be applied in our region.

Other Business

Administration Update

Staffing changes were discussed with the board members as Judy Benvenuti, Business Centre Coordinator has resigned from her position. Eleethea Savage is now the Business Development Officer-Entrepreneurship and will be leading the Regional Business Centre. Relieving Eleethea's role as Business Development Officer while the position is being posted, is Jacinda McLean.

GSDC Board Member Issues

None.

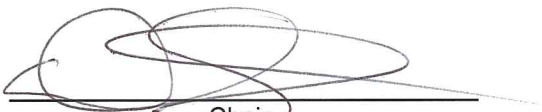
Upcoming Events

Upcoming events include:

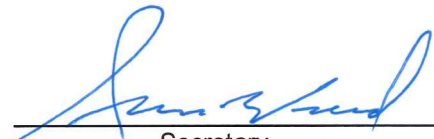
1. **Next GSDC Board Meeting:** Wednesday, February 10th, 2016, 11:30am in Committee Room C-12

Adjournment

The meeting adjourned at 12:55 p.m.



Chair



Secretary

