

**MINUTES OF THE REGULAR MEETING  
OF THE BOARD OF DIRECTORS  
OF THE CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION**

**Special Exhibit Hall  
Science North**

**Wednesday, December 9, 2015  
Commencement: 11:41 a.m.**

Chair

**DARREN STINSON IN THE CHAIR**

Present

Brent Battistelli, Brian Vaillancourt, Darren Stinson, David Paquette, Deb McIntosh, Gisèle Chrétien, Iyo Grenon, Jennifer Witty, Lynne Reynolds, Mark Laberge, Mark Signoretti, Peter Nykilchuk, Pierre Zundel, Wendy Watson

City Officials

Paul Baskcomb, Ian Wood, Meredith Armstrong, Eleethea Savage, Dana Jennings, Jacinda McLean, Jody Cameron, Liam McGill, Scott Rennie, Kaitlyn Dunn, Eric Vaillancourt

Guests

Anik Perreault – MNDM  
Melanie Mayer – FedNor  
Debbi Nicholson – Greater Sudbury Chamber of Commerce  
Guy Labine – Science North  
Robert Kirwan – City Councillor, Ward 5

Agenda Review

There were no changes.

Declarations of  
Conflict of Interest

None.

Approval of Minutes

**2015-062 Wendy Watson/Jennifer Witty:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular minutes of October 14, 2015 be adopted.

**CARRIED**

**2015-064 Pierre Zundel/Iyo Grenon:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular minutes of November 24, 2015 be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee notes of October 7<sup>th</sup> and November 4<sup>th</sup> were presented to Board members for information only.

Presentation:  
Science North Update &  
Future Directions

Guy Labine, Chief Executive Officer of Science North, delivered a presentation to the Board on Science North's future directions.

The presentation included an overview of:

- Science North's mandate,
- Historical achievements,
- External sales and travelling exhibits,
- Worldwide recognition,
- Key successes,
- Future challenges,
- Strategic priorities,
- Customer focused culture of operational excellence,
- Long term financial stability, and,
- 2016-2018 openings and objectives .

Guy acknowledged the GSDC board's contributions to the technological upgrades to the IMAX Theatre and the Outdoor Science Park at Dynamic Earth.

Northern Ontario Exports Program

Scott Rennie and Kaitlyn Dunn provided a presentation on the Northern Ontario Exports Program. The presentation provided an overview of Phase 1 and Phase 2 results, Mining Supply and Services Export Assistance Program (MSSEA) Components, and projected expenses and revenues for Phase 3.

As a Pan-Northern initiative, the Mining Supply and Services Export Assistance program is designed to open the doors to new markets outside of Ontario for the innovative products and services that Northern Ontario companies have to offer. With the conclusion of a Phase 2 offering of the program in December 2015, staff is seeking GSDC funding support of \$30,000 towards a Phase 3 iteration of the program to be re-branded as the Northern Ontario Exports Program.

The recommendation for the GSDC to support the Phase 3 Northern Ontario Exports Program is based on the demonstrated positive impact that this program has had on participating companies in Phase 1 and Phase 2. Pan-Northern, the program has assisted 87 companies through SEMP and SEMP Plus with companies reporting operational investments of \$20.7M and jobs created at the time of more than 150. To date the EMA program has allocated more than \$1.3M towards assisting more than 100 companies export marketing and sales initiatives, in turn leveraging up-front company spending of more than \$3.2M over the last four years. ONEDC, with the support of the GSDC, is uniquely positioned to continue offering this valuable service to Northern Ontario firms up to March 2018. 'Phase 3' will provide ongoing export intensification for new and engaged companies with the realization of incrementally greater sales, revenue diversification, employment and overall growth through these efforts.

Members of the board agreed that these opportunities for private sector were great for the local economy and supported program expansion and synergies to the goals of the GSDC.

**2015-065 Brent Battistelli/ Brian Vaillancourt:** WHEREAS Ontario's North Economic Development Corporation (ONEDC), through the City of Greater Sudbury, has successfully lead a pan-northern Phase 1 and 2 initiative of the Mining Supply and Services Export Assistance Program with successfully demonstrated outcomes; and

WHEREAS it has been determined that a Phase 3 Northern Ontario Exports (NOE) Program is required to provide export strategy and marketing/sales expertise to 20 new companies as well as ongoing support to existing companies in the form of export marketing assistance, value-added training, market research, customized sales training and a MinExpo 2016 trade mission; and

WHEREAS the Phase 3 NOE Program aligns with existing programs, strategies and plans from all levels of government to support export development in Northern Ontario that will ensure business expansion, job creation and the promotion of a strong and resilient economy;

THEREFORE BE IT RESOLVED THAT THE Greater Sudbury Development Corporation supports the delivery of a Phase 3 NOE Program beginning December 2015 and to be completed by March 2018; and

FURTHER that the Greater Sudbury Development Corporation commits support of \$30,000 to the Phase 3 NOE Program.

**CARRIED**

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

**1. Syrian Refugee Update**

City staff continues to play a supporting role in our community's Syrian Relief effort through the promotion of community initiatives related to the Syrian refugee response, and by providing information and connecting community members who wish to offer support to community groups and organizations already mobilizing to sponsor Syrian refugees. City staff continues to receive numerous calls and emails to the dedicated email address established by the City from community members wanting to volunteer and/or donate to the efforts.

Currently the community prepares to welcome its first Syrian families, with the first family of 6 expected to arrive in the coming weeks, and a family of 9 at the beginning of 2016.

**2. 2016 Mining Sector Initiatives**

Las Vegas MinExpo 2016 is just 9 months away. We've begun the planning for a Sudbury Reception in Las Vegas next September during MinExpo, and have reached out to our past partners for their feedback. We are trying to gauge the level of interest before we make any firm commitments.

As in the past with these types of events, we recruit contributing partners to help cover the cost of the event and a portion of the marketing costs. The purpose of these events is to showcase our companies and the community, and provide our contributing partners with an opportunity to invite their existing and prospective clients.

The PDAC 2016 conference and tradeshow takes place at the beginning of March in Toronto. Planning is underway for a Sudbury reception and we have begun recruiting partners for this event.

3. November 24<sup>th</sup> – a report went to City Council regarding an update on the Primary Healthcare Provider Recruitment and Retention Program. Based on Council's decision, incentive funds from 2015 will be carried into 2016 to support recruitment incentives.
4. On November 27<sup>th</sup>, AMRIC announced that Dr. Francisco Diaz-Mitoma had resigned from his role as CEO and Scientific Director effective immediately. AMRIC's Board of Directors will initiate a recruitment process for a new CEO. In the interim, Dr. Denis Roy, President and CEO of HSN, will preside over AMRIC's operations, while Dr. Janet McElhaney, HSN's Research Chair in Healthy Aging, will assume the role of interim Scientific Director. HSN leadership have indicated that Dr. Diaz-Mitoma's departure will not impact the construction of AMRIC's Walford Road research facility or the institute's ongoing research.
5. SNOLAB was featured in the December 7<sup>th</sup> issue of the Toronto Star. The article described the cutting edge particle physics research being conducted in the facility located in Vale's Creighton Mine – 2 km below the earth's surface. The focus of article was the DEAP experiment where physicists will attempt to prove the existence of dark matter – thought to account for the vast majority of matter in the universe – using the world's most sensitive dark matter detector, a device valued at \$20 million. The experiment will involve 65 researchers from 10 institutions in three countries.

Other Business

A board member requested clarification on the ability of Francophone arts organizations to submit grant applications in French. Ian indicated that staff had initiated a new process but given the Board's interest and the relevance of the issue to their governance role, he undertook to review the situation, seek alternatives and report back as quickly as possible.

The GSDC Board congratulated Paul Baskcomb and Maureen Chiesa on their retirement and for their contributions to the board and the community.

Sixteen large projects were presented to City Council at a special meeting on Friday November 27th. Economic development staff have been asked to review these proposals and report back to Council in 2016.

Ian Wood and Liam McGill presented the new strategic plan to the Board of the Chamber of Commerce on November 17th. The plan was well received and Ian indicated that there is mutual interest in partnering on several actions outlined in the plan.

GSDC Board Member Issues

None.

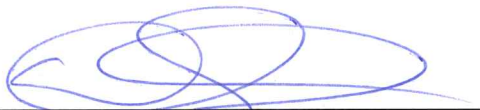
Upcoming Events

Upcoming events include:

1. **Next GSDC Board Meeting:** Wednesday, January 13<sup>th</sup>, 2016, 11:30am in Room C-12; more information to follow
2. Goring Family Lecture Series: Sustainable Northern Economic Development with Justin Ferbey on Thursday, January 7<sup>th</sup>, 2016 @ 7pm, in the Governors' Lounge, R.D. Parker Building, Laurentian University

Adjournment

The meeting adjourned at 1:18 p.m.



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Chair



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Secretary