

**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 12, 2015  
Commencement: 11:35 a.m.

Chair

**DARREN STINSON IN THE CHAIR**

Present

Brian Bigger, Brian Vaillancourt, Darren Stinson, David Paquette, Gisèle Chrétien, Iyo Grenon, Jennifer Witty, Lynne Reynolds, Mark Laberge, Mark Signoretti, Peter Nykilchuk, Wendy Watson

City Officials

Ian Wood, Meredith Armstrong, Emily Trottier, Jacinda McLean, Jean-Mathieu Chenier, Jody Cameron, Judy Benvenuti, Liam McGill, Paul Reid, Scott Rennie, Julian Douglas, Kathryn O'Leary

Guests

Anik Perreault - MNDM; Joyce Mankarios - Greater Sudbury Chamber of Commerce; Charles Cirtwill, James Cutty - Northern Policy Institute; Martin Lajeunesse, Stéphane Gauthier, Paulette Gagnon

Agenda Review

There were no changes to the agenda.

Declarations of  
Conflict of Interest

Darren Stinson declared a conflict of interest with item #6C – Northern Youth Curling Tour.

Approval of Minutes

**2015-049 Iyo Grenon/Brian Vaillancourt:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of June 10, 2015 be adopted.

**CARRIED**

**2015-050 Lynne Reynolds/Iyo Grenon:** That the minutes of the Greater Sudbury Development Corporation Board of Directors special meeting of June 10, 2015 be adopted.

**CARRIED**

**2015-048 Jennifer Witty/Brian Vaillancourt:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of July 8, 2015, be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee notes fo May 27<sup>th</sup> and June 24<sup>th</sup>, 2015 were presented to Board members for information only.

Presentations:  
**Northern Policy Institute**

Charles Cirtwill, President & CEO of the Northern Policy Institute delivered a presentation to Board.

He provided an overview of the Northern Policy Institute's work and who they work for – the people of Northern Ontario. He reviewed some data on where the North has grown and where it is expected to grow. He also reviewed the 10 steps to Northern growth with emphasis on the future as a matter of national and global significance and how the North needs more independence to make the most of this role.

Mr. Cirtwill reviewed some of the top ten issues surrounding Northern Ontario and identified steps we could take to address the issues:

- Be a role model for the world
- Work well with others
- Know the North – share information with each other
- Identify our strengths and how to play to them

Mr. Cirtwill indicated that the Northern Policy Institute informs and educates based on the findings of their research. A report on the Sudbury economy written and provided by the Northern Policy Institute will be circulated to the Board.

## Update on Place des arts Project

Martin Lajeunesse, Stéphane Gauthier and Paulette Gagnon delivered a presentation on behalf of the ROCS, a coalition of seven francophone arts & culture organizations. The presentation highlighted the findings of a feasibility study for a Place des arts.

The group provided an overview of the project's history, the Phase 1, 2, and 3 results of the feasibility study as well the recommendations moving forward. The highlights included:

### Phase 1 Results included:

- a needs assessment and occupancy analysis
- the ideal site - a parking lot on the corner of Elgin and Larch, which is City property.

### Phase 2 results included:

An overview of the concept and plans:

- The ground floor would include the bistro, art gallery, multi-purpose hall, studios for artists.
- The second floor would house a boutique.
- The third floor would include the main venue, foyer, youth studio.
- The fourth floor would have a balcony, the administrative offices, and meeting rooms.
- The fifth floor would have offices with a view from Elgin Street and Elgin Greenway.

The construction budget is estimated at a total cost of \$29.96 million. The revenue streams identified include:

- City grant of \$5 million as well as the property (worth \$0.5 million)
- \$3.25 million in fundraising
- \$8.75 million from the Province
- \$12.46 million from the Federal government

The operational budget includes self generated revenues, which would amount to 70% of the operating budget in Year 5, as well as public funding. 80% of the expenses are HR and operating building costs.

The impact of the project on ROCS members is improved sustainability. The impact on the City and the community are the number of jobs it will create with construction, through their operating budget and traffic.

With the completion of the project, the group expects an increase in attendance, more diverse activities, and better public and private funding. It was indicated that Place des arts would serve as an accelerator of growth for downtown and is in line with the vision of the Downtown Master Plan.

The Capital Project Calendar is as follows:

- 2015-2018 – Funding of the capital project
- 2018-2019 – Constructions with estimated 18 months construction
- 2020 – project completion and grand opening

Phase 3 results included:

An overview of the recommendations:

- Retaining the selected site
- Develop stable and recurrent sources of revenue
- Carry out quality activities
- Obtain a property tax exemption
- TNO continue discussions with Collège Boréal
- Place des arts explore all partnerships opportunities with higher education
- CGS to confirm contribution including transfer of land
- Secure commitments and other funding

The Board provided some positive feedback and raised a few questions. The Board was pleased with the presentation and how much work the group had accomplished on the project.

Reports:

A) C.E.D. Update

Brian Vaillancourt provided an update on the C.E.D. Committee which included the following:

- Greater Sudbury Sports Hall of Fame – Staff reviewed the status of the project, noting that financial information has changed since the application was first submitted. It was noted that a 5000 sq ft envelope was added to the arena capital plans for the purpose of the project. The committee recommended to the Board that the original commitment of \$100,000 be withdrawn and returned to the Economic Development Project Fund. There were no questions or comments.
- Centre for Excellence in Mining Innovation (CEMI) Innovation and Prosperity Office – Staff indicated that the proponent has met the conditions outlined in the funding agreement and the committee recommended to the Board to approve funding for CEMI for Year 2 of 4 in the amount of \$75,000. There were no questions or comments.

**Greater Sudbury Sports  
Hall of Fame**

**2015-054 Wendy Watson/Brian Vaillancourt:** Whereas the Greater Sudbury Sports Hall of Fame (GSSHof) is an important project to celebrate our community's achievements in sport and to secure the heritage of these achievements in a platform that supports public viewing; and

Whereas the GSDC Board of Directors approved a contribution in the amount of \$100,000 in June 2013 for this project, conditional upon the proponent securing other funding; and

Whereas the GSSHof Steering Committee has confirmed significant change in the scope of the project, including financial information associated with funding, in comparison with the application originally submitted in 2013;

Therefore be it resolved that the Greater Sudbury Development Corporation withdraw its original commitment of \$100,000 in conditional funding and that these funds are returned to the Economic Development Project Fund;

And that the Greater Sudbury Sports Hall of Fame be invited to submit a newly revised and updated application for funding for consideration by the CED committee and the GSDC board of directors.

**CARRIED**

**CEMI – Innovation and Prosperity Office**

**2015-052 Wendy Watson/Iyo Grenon:** Whereas the Centre for Excellence in Mining Innovation (CEMI) is seeking a renewal of annual funding for the Innovation and Prosperity Office (IPO); and

Whereas the IPO has been successful in facilitating and assisting businesses in the mining supply & services sector in their business expansion and commercialization efforts; and

Whereas CEMI has met all the deliverables associated with the existing funding agreement;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors support Year 2 of a four (4) year funding request from the Centre for Excellence in Mining Innovation in the amount of \$75,000 per year, renewable annually over the next three (3) years to a maximum of \$300,000 to support the implementation of an Innovation and Prosperity Office from the Economic Development Project Fund, and

Further; that CEMI be required to provide a progress report on 2015 activities and deliverables as outlined in its application before an additional funding commitment would be considered, and

Finally, that the City of Greater Sudbury logo be supported and used on all of its communication materials in acknowledgement of this contribution.

**CARRIED**

**B) Cultural Action Committee Nominations**

The Cultural Plan was developed by a 19-member Steering Committee. A report was provided and the plan was endorsed by the Board. It was recommended that an action plan be created to move the project forward.

It was noted in the Terms of Reference that there would be a link between the Board and the Steering Committee and as such two board members would be appointed to the Cultural Action Committee. It was strongly recommended that the Committee continue to recruit for aboriginal representation on the committee.

**2015-051 Brian Vaillancourt/Mark Signoretti:** Whereas the GSDC Board has endorsed *Greater Sudbury's Cultural Plan 2015-2020* with the recommendation of forming a Cultural Action Committee to act as a leadership group during the plan's implementation; and

Whereas a public recruitment process was conducted, resulting in nineteen citizen nominations;

Therefore be it resolved that the Greater Sudbury Development Corporation Board of Directors appoint Kate Bowman, Mathieu Séguin, Paulette Gagnon, Muiriel Checkeris, Matthew Heiti, Linda Cartier, Ralph McIntosh, Dan Bédard, Joelle Beaulieu, Jessica Joy, Leah Snider, Francis Tousignant, Kylie Klym, Janine Oloman, Callam Roddya and Lisa Gillard to sit on the Cultural Action Committee; and

Further, that the following two GSDC board members be appointed to represent the GSDC Board on the Committee:

1. Dave Paquette
2. Lynne Reynolds

**CARRIED**

**C) Northern Youth Curling Tour**

Darren Stinson declared a conflict of interest and left the chair at 1:02 p.m. Wendy Watson stepped in as Chair and provided a brief explanation that the Copper Cliff Curling Club declined the funding that was approved by the Board due to insufficient support for the Northern Youth Curling Tour from the governing body of the sport in Northern Ontario. Staff recommended that the funds be returned to the Economic Development Project Fund.

There were no questions or comments. Darren returned to the chair at 1:05 p.m.

**2015-053 Brian Vaillancourt/Jennifer Witty:** WHEREAS on May 14, 2014, the Greater Sudbury Development Corporation Board of Directors supported a funding request from the Copper Cliff Curling Club to initiate the Northeastern Ontario Youth Curling Tour in the amount of \$8,000 from the 2014 Economic Development Fund; and

Whereas the Copper Cliff Curling Club has advised the board that they are unable to proceed with the event as planned;

Therefore be it resolved that the Greater Sudbury Development Corporation withdraw its original commitment of \$8,000 and return these funds to the Economic Development Fund.

**CARRIED**

**D) From the Ground Up – New Strategic Plan Update**

Ian Wood provided a brief update on the Strategic Plan.

The Strategic Plan Steering Committee approved the plan in principal on June 25<sup>th</sup>. The Committee Co-Chairs met with the Mayor on July 29<sup>th</sup> to provide an update.

Staff are currently working on the finalization and translation of documents. Once complete, the plan will be circulated to the Steering Committee, Council Members, GSDC Board and community partners identified in the Plan for their support.

Staff will make a presentation to the GSDC Board on September 9<sup>th</sup>. An expected launch event is tentatively scheduled for October 6<sup>th</sup>. GSDC will be providing a report to Council on October 20<sup>th</sup>.

## Director's Report

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

- The Mining Supply and Services Export Assistance Program (MSSEAP) provides Northern-Ontario mining supply and services companies with access to Industrial Info Resources (IIR), a database that provides project and plant information in the metals and minerals industry. The MSSEAP has provided 71 pan-northern companies with vital information through the IIR database, and along with over 102 face-to face meetings, email request and webinars. The information that companies receive through the database is invaluable in nature, providing key contact information and the equipment/services requirements of each project.
- The second annual North America Mining Expo (N.A.M.E.) is taking place August 19th-20th at the McClelland Community Centre and Curling Rink in Copper Cliff. It will feature over 300 indoor and outdoor exhibits representing all components of the mining and mineral exploration industry.
- *The Amazing Race Canada* announced its full episode dedicated to Greater Sudbury on August 5<sup>th</sup>, with the broadcast taking place on August 12<sup>th</sup> at 9 p.m. on CTV. A Community Viewing Party is planned for August 12<sup>th</sup> outside Science North, with residents invited to join the Mayor and partners to enjoy the show, including free popcorn and beverages. Staff are working with community partners, including Science North, Vale, Laurentian University, Tourism Northern Ontario and Ontario Tourism Marketing Partnership Corporation (OTMPC), to leverage this national broadcast exposure and sustain the awareness through the rest of the year.
- Julian Douglas has been hired as the new Immigration Development Officer. This position is funded through Citizenship Immigration Canada (CIC) to coordinate the Local Immigration Partnership (LIP) activities. She will also be responsible for working on the immigration-related initiatives outlined in the economic development strategic plan.
- The first month of operations for The Market has seen 27 vendors and over 2,500 visitors. Crowds were entertained by local performers each Market day. On Saturday, July 18<sup>th</sup>, the Blueberry Festival hosted their Annual Blueberry Bash at The Market, bringing nearly 700 visitors to the facility for a peak day for the season's traffic. Staff are currently working on a pilot contract with Eat Local to handle the remainder of the season.

## Other Business

None.

## GSDC Board Member Issues

It was noted that the Vale Concert series is being held prior to the Amazing Race Community Viewing party at Science North/Ramsey Lake on August 12<sup>th</sup>.

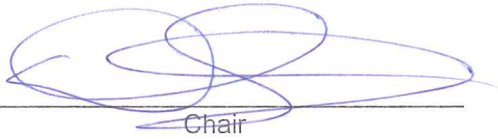
## Upcoming Events

Upcoming events include:

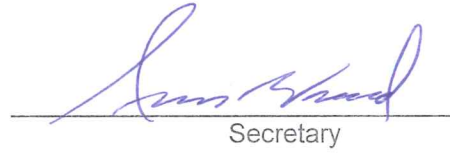
1. N.A.M.E. – North American Mine Expo being held in Copper Cliff from August 19<sup>th</sup> to 20<sup>th</sup>, 2015
2. Greater Sudbury Chamber of Commerce AGM on September 29, 2015

Adjournment

The meeting adjourned at 1:25 p.m.



Chair



Secretary