

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

Committee Room C-12
Tom Davies Square

Tuesday, November 24, 2015
Commencement: 11:40 a.m.

Chair **DARREN STINSON IN THE CHAIR**

Present Brian Bigger, Brent Battistelli, Darren Stinson, Deb McIntosh, Gisèle Chrétien (D. 12:25 p.m.), Iyo Grenon, Jennifer Witty, Lynne Reynolds, Mark Laberge, Mark Signoretti, Paul Kusnierczyk, Pierre Zundel, Wendy Watson

City Officials Ian Wood, Meredith Armstrong, Eleethea Savage, Dana Jennings, Emily Trottier, Jody Cameron, Julian Douglas, Liam McGill, Scott Rennie, Kathryn O'Leary, Eric Vaillancourt

Guests Bora Ugurgel & Susan Thompson – Downtown Village Development Corporation
Claude Rivet – MNDM
Paul Denis & Melanie Mayer – FedNor
Joyce Mankarios – Greater Sudbury Chamber of Commerce

Agenda Review There were no changes.

Declarations of Conflict of Interest None.

Approval of Minutes The Greater Sudbury Development Corporation (GSDC) Board regular minutes of October 14th will be approved at the December GSDC Board Meeting.

Executive Committee Notes The Executive Committee notes of October and November will be presented at the December GSDC Board meeting.

Presentation:
Downtown Village Development Corporation

Bora Ugurgel, Chair of the Board of Directors of the Downtown Village Development Corporation (DVDC) and Susan Thompson, Managing Director of DVDC, delivered a presentation to the Board on "Creating a new sense of place".

The presentation included an overview of attracting private sector investment, current initiatives, residential development, the Durham Square plans, parking shortages, and residential and retail space options.

The DVDC's current initiatives include: a new vision for downtown, Financial Incentives Pilot Project, Streetscape Design, Private Sector Fundraising for residential development, Heritage Advisory Committee, Rock of Fame, Downtown Master Plan, Elm St Parking, Parking for Downtown Residents and an Elgin Greenway Steering Committee.

The DVDC has requested a letter of support from City Council and a GSDC Board member to be appointed as a member of the Mixed-Use Committee.

A few questions were raised regarding commercial underground parking, building new infrastructure and environmental concerns. It was noted that multi-level parking has been built in the downtown core but does not necessarily cater to the business needs for parking availability

GSDC Economic Development 2016 Business Plan

Ian Wood provided an overview of the GSDC Economic Development 2016 Business Plan. The Business Plan components include: Governance, Organizational Excellence, Communications, and implementation of the strategic plan with anticipated quarterly roll-outs.

The Board agreed that staff continue to capitalize on the city's achievements such as The Amazing Race, and Hometown Hockey.

Reports:

A) C.E.D. Update

Science North, IMAX

Pierre Zundel provided an update on the CED committee.

Guy Labine, Audrey Dugas and Brenda Tremblay, presented to the CED Committee on behalf of Science North requesting \$90,000 in funding to support upgrades to the IMAX Theatre. The total project value of \$1,956,000, these upgrades include the following elements:

- IMAX Theatre Digital Projection Upgrades - \$1,320,000
- Point of Sale/Online Ticketing System - \$360,000
- Portable Projector Equipment - \$276,000

The presenters clarified that Science North was only seeking the GSDC's assistance to offset the costs of the IMAX digital projection upgrades.

The challenge being tackled is declining sales due to changes in the public's viewing habits and failure to modernize to a digital laser-technology format which includes portable digital equipment. There are opportunities to leverage funding from other sources.

There were concerns about the impact the improvements would have on IMAX's sustainability; the presenters indicated that the IMAX has operated in a deficit in recent years and the enhancements are expected to generate an additional \$140,000 making the theatre cashflow positive again. The Committee agreed to fund Science North with a commitment of \$50,000 from the 2015 Economic Development Fund for the IMAX Theatre Digital Upgrades project.

2015-063 Pierre Zundel/Iyo Grenon: WHEREAS Science North has a strong reputation for completing successful projects; and

WHEREAS Science North is a key member of the Sudbury Tourism Partnership; and

WHEREAS the IMAX theatre is a key attraction and revenue stream for Science North and the upgrade to the digital GT Laser technology will expand programming that will positively impact the attraction of visitors, both locally and from out of town;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation support Science North with a commitment of \$50,000 from the 2015 Economic Development Fund for the IMAX Theatre Digital Upgrades project component valued at \$1,320,000, as outlined within the proponent's application, subject to a 10% hold back of funds payable upon project completion.

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

General Discussion re: CED Policies

The CED will be reviewing its funding guidelines to determine whether it is striking the right balance between:

1. Funding large proposals by large, successful partners who are frequent proponents, and
2. Proposals by smaller, higher risk proponents who will certainly not move forward without GSDC support

In addition, the Committee discussed the desirability of dealing with proposals that present individual projects or clusters of projects that are clearly related, rather than groupings of unrelated proposals. This approach would facilitate effective and efficient cost-benefit comparisons.

The committee indicated that they would like to have some of these larger organizations that are frequent clients of CED come to the GSDC board to present their long-term plans to give the board advance notice of applications that may be coming forward in the future and to provide an overview of how GSDC funding is typically used by them to innovate and grow.

B) Financial Update

A financial update was provided to the Board. The total uncommitted funds years to date were in the amount of \$973,857.44. The future commitments were in the amount of \$500,000.

There were no questions or comments regarding the financial update.

Information on Syrian Refugee Issue

The GSDC Board committee reviewed the information prepared by staff on the city's response to the Syrian Refugee crisis. The Economic Development staff, together with the support of members of council, has engaged stakeholder community organizations, members of the Syrian community in Greater Sudbury, local media and the wider community to build awareness and sensitivity. Initiatives undertaken to date include:

1. A Public Information Session was held on October 28th at Tom Davies Square, with over 100 people attending.
2. Using internal resources, staff have established an online platform as part of the Immigration Sudbury website, through which the public can access information and sign-up to register their interest in sponsorship, making donations and other forms of partnerships.
3. A dedicated email address newcomers@greatersudbury.ca has been set up to receive inquiries from the public related to the crisis, with emails coming in almost daily from interested individuals offering to assist.

Next steps include identifying inventory resources available with the community, determining the level of support the city can provide and, exploring potential roles of the GSDC.

Director's Report

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

1. Business-to-business matchmaking forum Naturallia 2015 was successfully hosted in Sudbury November 11-13 at the Holiday Inn. The forum attracted upwards of 150 delegates including local mining supply and services companies and international delegations from South America, Europe, and Africa. The Thursday evening Gala Dinner attracted 180 guests and was a highlight of the event, featuring the Honourable Jean Charest, formerly Premier of Quebec (2003-2012) as a keynote speaker.
2. Council has passed the new film by-law, which will come into effect February 2016. This by-law has been developed through two years' of work

with an interdepartmental team and aims to streamline film permits required for filming on municipal property.

3. Staff attended the Northern Ontario Tourism Summit in November 2015. Sudbury has been confirmed as the host of the 2016 Northern Ontario Tourism Summit, following a successful bid and site tour at the Radisson Hotel Sudbury and Science North. Staff attended the 2015 event and presented Sudbury as the 2016 host, including a short video presentation. The event will be held November 2016 and will feature many local tourism, cultural, and culinary attractions.
4. On November 6th, Sudbury Tourism welcomed *The Amazing Race Canada* 2015 runners-up, Nick, Matt, Brent and Sean back to Sudbury. The racers graciously agreed to both participate in a community Meet & Greet on Nov 7th and a wrestling match fundraiser at LoEllen Secondary School on November 8th. The Meet & Greet was a great success with 200 people attending the event in the exhibit hall at Science North. Attendees had a chance to hear the racers' experiences, ask questions, and personally meet and have photos taken with each team.
5. The Sudbury Tourism and Culture Forums took place on November 12th. Over 80 people participated in the full day's events. The morning Tourism Forum hosted 40 participants where updates on the current strategies launched in 2015 were presented and work was done in breakout sessions on identifying opportunities for the Tourism and Culture Stakeholders to influence/help achieve 5 of the 9 strategic priorities set out in the Community Economic Development Strategic Plan: *From the Ground Up*.
6. Tourism staff attended the Ontario Motorcoach Association (OMCA) conference in London, Ontario November 15-18. Staff held 28 one-on-one appointments with tour operators and tourism industry suppliers from across North America during the B2B marketplace. Each year Sudbury Tourism partners with Sault Ste Marie Tourism and Ontario Tourism Marketing Partnership Corporation to sponsor an OMCA operator breakfast. During this breakfast a customized itinerary was presented to over 80 Group Tour Operators.

Other Business

None.

GSDC Board Member Issues

None.


Upcoming Events

Upcoming events include:

1. Next GSDC Board Meeting: Wednesday, December 9th, 11:30am at Science North; more information to follow
2. Greater Sudbury Chamber of Commerce: *Outlook 2016 with Pierre Cl  roux* – Wednesday December 2nd, Noon-2pm, Ristorante Verdicchio
3. Hurry Hard for Hadyn: February 7th, 2016 at the Sudbury Curling Club; Cost is \$60/curler with funds raised going to support SUDEP. Paul Kusnierczyk will be circulating further information soon.

Adjournment

The meeting adjourned at 1:21 p.m.



Chair



Secretary