

**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 9, 2015
Commencement: 11:35 a.m.

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Brian Vaillancourt, Daran Moxam (A. 11:40 a.m.), Darren Stinson, David Paquette, Deb McIntosh, Gisèle Chrétien, Iyo Grenon, Jennifer Witty, Mark Laberge (A. 12:05 p.m.), Mark Signoretti, Paul Kusnierczyk, Peter Nykilchuk (A. 11:40 a.m.), Pierre Zundel, Wendy Watson

City Officials

Bob Johnston, Ian Wood, Meredith Armstrong, Dana Jennings, Emily Trottier, Jacinda McLean, Jean-Mathieu Chenier, Jody Cameron, Judy Benvenuti, Julian Douglas, Kathryn O'Leary

Guests

Shelley Ahmed – Communications, Pierre Seguin - MNDM; Debbi Nicholson - Greater Sudbury Chamber of Commerce; Paul Denis – FedNor, Melanie Mayer - FedNor

Agenda Review

It was noted that the meeting will move to a closed session before adjourning.

Declarations of
Conflict of Interest

None.

Approval of Minutes

2015-055 Gisèle Chrétien/Dave Paquette: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of August 12, 2015 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee notes of August 5th were presented to Board members for information only.

Reports:

A) C.E.D. Update

Pierre Zundel provided an update on the C.E.D. Committee.

Jeff McIntyre and Maureen Luoma delivered a presentation to the CED Committee on "Expressing Vibrancy", a new project being proposed by the Downtown Sudbury Business Improvement Area (BIA). Expressing Vibrancy is a research process developed by Cobalt Connects, an arts service organization, in partnership with McMaster University's Live Lab, and non-profit urban planning team Civic Plan. The initiative consists of three stages:

- The first stage involves cultural mapping combined with urban cartography to map the assets within an area.
- Second, the group will conduct an in-depth study using local residents where they are shown content (video, stills, audio) from the neighbourhoods in question.
- These layers of data are then combined to discover unique response patterns in the community, to the built environment.

In the interest of ensuring that the data be kept current, the committee indicated that they would be open to a future application after a few years to see if public perceptions of the downtown change at all after significant investments are completed (e.g. School of Architecture).

As a condition of the funding, the City would like to have a role in developing the survey questions. After some discussion, the committee agreed to recommend that the GSDC provide up to \$8,250 in project funding, subject to GSDC board approval.

The Board had no questions or comments.

**Downtown Sudbury
Expressing Vibrancy Study**

2015-056 Wendy Watson/Pierre Zundel: WHEREAS the Downtown Sudbury (Business Improvement Area) is a private sector driven organization representing downtown Sudbury businesses and property owners, dedicated to the growth of downtown Sudbury through policy development, advocacy, special events and economic development; and

WHEREAS the results of the Expressing Vibrancy project will be used to reinforce the importance of various downtown projects and programs and will indicate those areas in need of attention from beautification/streetscaping to safety/security to parking/transportation; and

WHEREAS the project strongly aligns with existing programs, strategies and plans including *Digging Deeper*, Downtown Master Plan, Downtown Streetscape Project, Cultural Plan and the Official Plan,

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors supports Downtown Sudbury with up to \$8,250 from the 2015 Economic Development Fund to carry out the Expressing Vibrancy project, and

FURTHER that Downtown Sudbury will ensure the following deliverables:

- A cultural map combined with urban cartography of assets of downtown
- In depth study with local residents to measure biometric responses to provide a unique scientific layer of data
- A final report that outlines findings and recommendations that will help to improve the built environment to match the vibrancy of residents, and

FURTHER that Downtown Sudbury work with staff to leverage existing expertise in an effort to reduce overall project costs.

CARRIED

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

Ian Wood provided a brief update on the Strategic Plan.

It was brought to staff's attention that the Vital Signs launch organized by the Sudbury Community Foundation is being held on October 6th, the same day as the Strategic Plan launch. As such, staff are looking at an alternate date for the launch of the Strategic Plan.

There is a final draft of the plan that staff will be circulating to various stakeholders. Copies were provided to the Board for their review. A link to the web version will also be circulated. Staff will be meeting with Steering Committee members and partners to make sure they are in support of the plan. The Executive discussed engaging those Councillors who do not sit on the Board. All feedback is welcome by October 8th.

The Strategic Plan will be translated and ready for mid October. Staff will prepare a resolution to officially adopt the Strategic Plan at the next Board meeting. The GSDC update to Council will now go in November.

Director's Report

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

- Staff met with MIRARCO regarding their upcoming International Conference of Safety in Mines Research Institutes to provide support and ensure the City of Greater Sudbury's involvement. Expecting up to 200 VIP international participants from Poland, UK, US, Australia, as well as Canada, the event will gather the 20 largest mining companies in the world along with their mining safety experts to focus on the latest developments in safety technology and disaster management from around the world.
- Business for the Arts' fund-matching and mentorship program, artsVest, received 19 applications from organizations. Staff is working with organizers to set up a jury to review submissions and to schedule the 10-part mentoring sessions on the topics of sponsorship and governance.
- Eat Local Sudbury has partnered with the City in a pilot agreement for operations of the Market for the second half of the season. This Alternative Service Delivery contract ensures consistent programming at the Market through Eat Local staff and continuing with the guidance and input of the Market Working Group. Fionna Tough, Market Manager, has been working with Tourism & Culture staff and has been developing good relationships with vendors and consumers during her first weekends working onsite. Following review of this pilot agreement, staff will coordinate an RFP process to secure services encompassing coordination and development of the Market for the full year in 2016.
- In addition, following the direction of Council on Advisory Panels, the Market Working Group will be reestablished this fall with a new round of stakeholders being approved through the Nomination Committee of Council. The Working Group will continue its mandate of providing guidance and direction on the functional program of the Market with the long-term goal of developing an independent management group to oversee the Market itself.

The success of Amazing Race Canada continues. The Sudbury episode is still the number one episode of the summer. Staff presented a video to the Board, produced in house, featuring highlights of the Community Viewing Party. Sudbury received additional air time at the beginning of the Saskatoon episode.

The stats from Bell media were very positive. Staff continues to monitor online traffic and work with their partners to leverage the exposure from Amazing Race Canada. They have reached out to the teams on Twitter and some of the teams have retweeted. Hotels have also had an uptake in reservations directly as a result of the Amazing Race. Staff will send out a link to the Sudbury episode.

Other Business

Health Sciences North is hosting a fundraiser on September 29th from 6 p.m. to 10 p.m. It is a CPR Challenge similar to what was done on Amazing Race Canada. GSDC is willing to cover the cost of the entry fee for two members.

The Motorsports Committee put out a request for proposals related to sites and did not receive any submissions. Since then, two private companies expressed interest. The Board will be kept updated as matters evolve.

As part of the Vital Signs report being launched on October 6th at 12 noon at Verdicchio's, a special edition on community energy will feature Greater Sudbury Utilities.

The Chris Hadfield event on October 9th is a free event.

GSDC Board Member Issues

Commissioner Marie Wilson from the Truth & Reconciliation Commission will be speaking at Canisius Hall at the University of Sudbury on October 19th at 12:30. The session is in French.

The Goodman School of Mines is hosting a lecture series with Rick Howes, President and CEO, Dundee Precious Metals on September 24th.

A copy of the Visitor Guide was distributed to the Board. Staff have produced in house, a seasonal guide in a bilingual format.

The Bridges to Better Business Conference is being held October 20th to 23rd at the Clarion Hotel.

Closed Session

The Board moved to a closed session at 12:10 p.m. to discuss a Freedom of Information request.

2015-057 Gisèle Chrétien/Wendy Watson: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session.

CARRIED

2015-058 Pierre Zundel/Jennifer Witty: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

CARRIED

The meeting was reconvened at 12:40 p.m.

Upcoming Events

Upcoming events include:

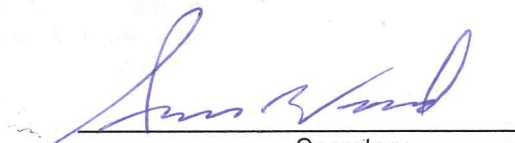
1. Vale Open House – September 23rd at Dynamic Earth
2. Greater Sudbury Chamber of Commerce AGM – September 29th
3. Colonel Chris Hadfield – Glencore Memorial Lecture Series – October 9th at Laurentian University

Adjournment

The meeting adjourned at 12:50 p.m.



Chair



Secretary