

**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, June 10, 2015
Commencement: 11:38 a.m.**

Chair

DARREN STINSON IN THE CHAIR

Present

Brent Battistelli, Daran Moxam, David Paquette, Gisèle Chrétien, Iyo Grenon, Jennifer Witty (via teleconference), Lynne Reynolds, Mark Signoretti, Paul Kusnierczyk, Peter Nykilchuk, Pierre Zundel, and Wendy Watson

City Officials

Ian Wood, Meredith Armstrong, Bob Johnston, Paul Baskcomb (A: 12:40), Dana Jennings, Eleethea Savage, Emily Trottier, Jacinda McLean, Jean-Mathieu Chenier, Judy Benvenuti, Liam McGill, Maryse Boisvert Marinella Piccin (A: 12:50) and Christina Dempsey (A: 12:50)

Guests

Paul Denis, FedNor
Jim Marchbank

New Board members David Paquette and Peter Nykilchuk were acknowledged and welcomed with round table introductions.

Agenda Review

Item 6.a – In Camera Item will be moved subsequently to Item 8, Director's Report
Item 7.b – Strategic Plan Update will be moved subsequently to Item 5, Nomination Committee Report

Declarations of
Conflict of Interest

None were declared

Minutes

2015-028 Daran Moxam/Mark Signoretti: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of April 8, 2015 be adopted.

CARRIED

2015-029 Mark Signoretti/Daran Moxam: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of May 13, 2015 be adopted.

CARRIED

Executive Committee Notes

The Executive Committee meeting notes of April 1, 2015 were presented to Board members.

Nomination Committee
Report

Wendy Watson and Paul Kusnierczyk stepped out of the meeting room.

Nomination Committee Chair Darren Stinson shared that the respective terms for Wendy Watson and Kusnierczyk have ended. Both members have expressed interests in continuing to serve on the GSDC Board.

Re-appointment of Board Members

2015-030 Iyo Grenon/Mark Signoretti: That the Greater Sudbury Development Corporation Board of Directors recommend the re-appointment of Wendy Watson and Paul Kusnierczyk to serve on the Board of Directors for the City of Greater Sudbury Community Development Corporation for a three (3) year term ending June 2018.

CARRIED

Reports:

Strategic Plan Update

Ian expressed his appreciation for the Steering Committee's engagement throughout the strategic planning process and applauded the GSDC staff members Jacinda McLean, Eleethea Savage, and Liam McGill for their contributions to the strategic planning.

A draft plan was distributed to Board members with an overview that summarized the consultations, the analysis of the results, and the general direction.

A full report which includes an Executive Summary with a technical background report, action and work plan, and a communication plan will be provided at the July Board meeting.

At the outset, the process to establish *From the Ground Up* was based on a number of preliminary goals for the community.

By 2025, Greater Sudbury is intended to become:

- ▶ A city with significantly more employment
- ▶ A city that is attractive to newcomers with know-how and talent
- ▶ A city that provides a high quality of life and higher than average standard of living

The Committee formulated a vision for 2025:

"Through leadership and innovation, Greater Sudbury and its citizens have attracted the people, services, enterprises and investment needed to generate 10,000 net new jobs contributing to a higher quality of life in the city."

Cross cutting goals and objectives were derived from the preliminary results presented at the April Board meeting. The goals are:

1. A robust entrepreneurship ecosystem
2. A highly skilled and creative workforce
3. A welcoming and open community supportive of newcomers and immigrants
4. A quality of place and lifestyle that are second to none

From the Ground Up is encapsulated in the idea that Greater Sudbury's community economic development strategic plan can be envisioned much like a tree. One could consider the mining and mining supply & service industries to be the "roots" from which the rest of our economy has grown. Continuing with the tree analogy, the "trunk" is formed by four critical supports. These supports are vital to ensuring that the tree's "branches", which represent Greater Sudbury's strategic priorities, thrive.

Consequently, the following strategic priorities were developed:

1. Global leader in the mining supply and service industry
2. Thriving arts and culture community
3. One of Ontario's top destinations
4. A health and life sciences leader in northern Ontario
5. Most integrated education and innovation hub in northern Ontario

Strategic Plan Update
cont'd

Next steps for the Strategic Planning Steering Committee include:

- ▶ Endorsement by GSDC Board
- ▶ Finalization of report by Steering Committee (including action plan and key performance indicators)
- ▶ Approval of final report by GSDC
- ▶ Development of work plan by staff
- ▶ Presentation to Council
- ▶ Launch of plan

The summer months will provide the committee with the opportunity to review the plan, ensuring it is aligned and supportive of the Mayor's vision, and to prepare for its presentation to Council in September.

Strategic Planning Co-chair Jim Marchbank thanked Ian and the GSDC staff for the appointment to serve on the Strategic Planning Steering Committee and for the opportunity to work alongside Dr. Darren Stinson, also Strategic Planning Co-chair.

In turn, Darren conveyed his gratitude for working with Jim, together with GSDC staff and the steering committee members.

Jacinda, Eleethea, and Liam presented themselves to respond to questions and comments from the board. Feedback included questions around environmental aspects of the plan, recognition that the language needs to be strong and active, and encouragement to ensure the goals are aggressive enough. Staff confirmed that performance metrics will be developed in order to measure the plan's success, with quarterly reports to be provided to the Board.

Downtown Business
Incubator

Liam McGill presented an overview of the Business Incubator project, highlighting its focus on entrepreneurship and innovation, and their importance to this community's future economic prosperity along with their alignment with the emerging central themes in the new strategic plan.

The GSDC and Regional Business Centre staff have been working with NORCAT and the Chamber of Commerce to explore the development of a business incubator in Downtown Sudbury. Although the City of Greater Sudbury has been supporting entrepreneurs via the Regional Business Centre for twenty years, today's creative economy requires additional new support mechanisms. The purpose of business incubators is to nurture new and emerging ventures, helping them to survive and grow during the start-up period when they are most vulnerable.

Rather than simply being a tenant, incubator clients will enroll in a program that provides education and services to ensure that client companies are adequately supported during the critical early stages of the business lifecycle. These services would include:

- Entrepreneurship education (provided by Regional Business Centre, NORCAT and other service providers)
- Business planning, management, development assistance
- Market research
- Mentorship
- Networking and collaboration
- Facility amenities

Capital costs include such things as leasehold improvements, equipment and furniture and would vary significantly depending on the location and estimated capital would be approximately \$350-500,000, based in part on consultation with local realtors and recent incubator projects in Sault Ste. Marie and North Bay.

Downtown Business
Incubator cont'd

Operating costs are expected to be \$250-300,000/year, which could vary significantly depending on how the incubator is staffed.

The Board supported the efforts to establish a business incubator and encouraged the GSDC staff to pursue the concept.

Director's Report

Due to time constraints, some items were highlighted from the Director's Report, including

- The Mining Supply and Services Export Assistance (MSSEA) program Northern Ontario Exports Forum scheduled for June 17th
- The success of Greater Sudbury's participation as a featured destination in the Rendez-vous Canada "pre-fam" tour of the Georgian Bay Coastal Route
- A project funded by the GSDC 'The Mosquito Preventer' inspired by Laurentian University professor Gerardo Ulibarr, is available for purchase at Home Hardware.

In-Camera

2015-031 Darren Stinson/Wendy Watson: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to a closed session.

CARRIED

Arts & Culture Grant
Allocations - Operational

Wendy spoke on behalf of the Operating Arts & Culture Grant Fund Committee and took the opportunity to thank the Committee members for their time and commitment during the review process.

2015-032 Lynne Reynolds/Wendy Watson: That the Greater Sudbury Development Corporation Board of Directors provide support from the 2015 Operating Arts and Culture Grant Fund to the applicants listed below

Applicant	2015 Recommendation
Carrefour francophone de Sudbury	\$50,000
Centre franco-ontarien de folklore	\$8,000
Cinefest International Film Festival	\$40,000
Cultural Industries Ontario North	\$10,000
Galerie du nouvel-Ontario	\$42,500
Jazz Sudbury	\$31,250
La nuit sur l'étang	\$17,000
Myths & Mirrors Community Arts	\$15,124
Northern Lights Festival Boréal	\$27,500
Éditions Prise de parole	\$40,000
Salon du livre du Grand Sudbury	\$31,250
Sudbury Symphony Orchestra	\$40,000
Sudbury Theatre Centre	\$60,000
Theatre Cambrian	\$10,000
Théâtre du nouvel-Ontario	\$50,000

And that multi-year funding be recommended for La Galerie du Nouvel-Ontario, Carrefour francophone de Sudbury, le Théâtre du Nouvel-Ontario, Cinéfest Sudbury Film Festival, Northern Lights Festival Boréal, pending appropriate reporting requirements, and

That the City of Greater Sudbury logo be used on all of their promotional and communications materials, and

Further; that all recipients be required to submit a year-end report.

CARRIED

Theatre Cambrian

Theatre Cambrian's application was flagged as the jury felt that the organization shows indications of poor financial health due to operational and governance issues.

2015-033 Paul Kusnierczyk/Lynne Reynolds: That the Greater Sudbury Development Corporation Board of Directors provide support from the 2015 Operating Arts and Culture Grant Fund to Theatre Cambrian in the amount of \$10,000 for the purposes of securing resources to assist with an internal audit to address financial and governance issues, and

That the City of Greater Sudbury staff work with Theatre Cambrian to develop a plan to maximize the use of these additional resources, that the City of Greater Sudbury logo be used on all of their promotional and communications materials, and

Further, that Theatre Cambrian be required to submit a report that addresses these conditions, including a clear strategy to strengthen the financial and organizational health of the corporation.

CARRIED

An additional condition will be added that Theatre Cambrian provides a report in six months, December 31, 2015.

Arts & Culture Grant
Allocations - Project

2015-034 Lynne Reynolds/Gisèle Chrétien: That the Greater Sudbury Development Corporation Board of Directors provide support from the 2015 Project Arts and Culture Grant Fund to the applicants listed below:

Applicant	2015 Recommendation
Café-musique productions of Rayside-Balfour	\$4,000
Caruso Club (Coro Caruso)	\$1,650
Chorale Troubadours	\$2,000
Crestfallen Theatre	\$2,500
Downtown Art Crawl	\$2,000
Fiddleworks	\$3,700
India Canada Association	\$500
Jubilee Folk Ensemble	\$1,400
Nickel City Sound	\$2,900
Northern All Stars - Pan Steel Band	\$500
Northern Artist Gallery (Artists on Elgin)	\$2,000
Northern Initiative for Social Action	\$5,500
Northern Ontario Railroad Museum & Heritage Centre	\$2,500
N'Swakamok Native Friendship Center	\$2,990
Rayside Balfour Whitewater Brush Art & Palette Club	\$500
Regroupement des organismes culturels de Sudbury	\$1,500
Silver Birch String Quartet	\$4,890
Sudbury & District Weavers & Spinners Guild	\$2,990
Sudbury Arts Council	\$1,500
Sudbury Blueberry Festival	\$1,250
Sudbury Downtown Indie Cinema Co-operative	\$2,800
Sudbury Multicultural & Folk Arts Association	\$11,000
Sudbury Music Collective	\$500

Arts & Culture Grant
Allocations cont'd

Sudbury Pride	\$2,900
Ukrainian Seniors' Centre (Garlic Festival)	\$2,500
Valley Community Theatre	\$2,990
We Live Up Here (UpFest)	\$2,990
Youg Sudbury Singers	\$2,950
Youth Entertaining Sudbury Theatre	\$15,000

And that the City of Greater Sudbury logo be used on all of their promotional and communications materials, and

That that all recipients be required to submit a post-project report, and

Further that unspent funds in the amount of \$31,888 be carried over to the 2016 Arts & Culture Project Grant fund.

CARRIED

Reconvene Regular Board Meeting

The closed session concluded and the Board reconvened to the regular meeting at 1:31 p.m.

2015-035 Darren Stinson/Wendy Watson: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

CARRIED

Upcoming Events

Next Board Meeting

Next Regular Board Meeting

July 8, 2015

Chamber of Commerce Events


Chamber of Commerce Events

- Mayor's State of the City Address 2015

Thursday, June 18 from 12:00 – 2:00 p.m. at the Holiday Inn

Adjournment

The meeting adjourned at 1:32 p.m.



Chair

Secretary