

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

Room C-12
Tom Davies Square

Wednesday, October 12th, 2016
Commencement: 11:33 a.m.

<u>Chair</u>	<u>WENDY WATSON IN THE CHAIR</u>
<u>Present</u>	Brent Battistelli, Brian Bigger (D.12:30pm), Joanne Gervais, Paul Kusniersczyk, Daran Moxam (A.11:54am), Peter Nykilchuk, David Paquette, Angela Recollet, Lynne Reynolds, Mark Signoretti, Darren Stinson (A.11:37am), Brian Vaillancourt, Wendy Watson, Jennifer Witty (A.11:37am), Pierre Zundel
<u>City Officials</u>	Meredith Armstrong, Eleethea Savage, Dana Jennings, Emily Trottier, Jean-Mathieu Chenier, Lynn Despatie, Liam McGill, Paul Reid, Scott Rennie, Paul Schweyer, Jody Cameron, Ted Pugliese, Rebekka Aarsand, Sarah Colton, Kathryn O'Leary
<u>Guests</u>	Joyce Mankarios (Chamber)
<u>Agenda Review</u>	Item 7B - Sudbury Theatre Centre Quarterly Report was moved to in-camera session at the end of the meeting.
<u>Declarations of Conflict of Interest</u>	There were no declarations of conflict of interest.
<u>Board Member Introductions</u>	<p>Peter Nykilchuk, Mark Signoretti, and Mayor Brian Bigger provided brief introductions on their background, their interest on the board, and what they can bring to the table.</p> <p>Joanne Gervais and Pierre Zundel will provide brief introductions at the next meeting.</p>
<u>Approval of Minutes</u>	<p>2016-070 Joanne Gervais/Brent Battistelli: That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of September 14th, 2016, be adopted.</p> <p style="text-align:right">CARRIED</p>
<u>Executive Committee Notes</u>	<p>The Executive Committee notes of September 1st, 2016 were presented to Board members for information only.</p> <p>It was also indicated that the Executive recently had a fulsome discussion on the Board prioritization session. It was mentioned that MPs Paul Lefebvre and Marc Serre have been invited to attend a future GSDC Board meeting.</p>
<u>Presentations</u>	There were no presentations.
<u>Reports</u>	
A) November Prioritization Session – Background Information	<p>Background information was provided to the Board for review. Board members were encouraged to read the material and think about priorities. The material in the package included:</p> <ul style="list-style-type: none">• <i>From The Ground Up</i> brochure• GSDC Board of Directors Terms of Reference• The Brookings Institution – <i>Remaking Economic Development</i>

- Canada's Innovation Agenda
- Magnet Cities Report

The purpose of the November session is to identify three or four projects that the Board can focus on and move forward.

The following process was outlined:

1. Staff will draft a list of opportunities.
2. Staff will provide the list to the Board in the November 9th agenda package with instructions to bring forward additional items, and work to have one consolidated list to review at the November 9th meeting.
3. At the November 9th Board meeting, board members will review the consolidated list and ask questions for clarification and scope.
4. Following the meeting, the consolidated list will go to all board members in some form of online voting. Each board member will select ten opportunities.
5. The results will be circulated to the Board in advance of the November 21st session.
6. On November 21st, the Board will be provided with information on the top seven to eight opportunities that were short-listed and discuss each one.
7. The Board will narrow down the list to determine what should be the priorities of the Board, what needs to be done around those priorities and who needs to be involved to move them forward.

It was indicated that staff will participate in the November 21st session as a resource.

B) Sudbury Theatre Centre Quarterly Report

This item was moved to the in-camera session.

C) Arts & Culture Grants

Staff provided an update on the preparations for the 2017 Arts & Culture Grant Program, with the recommendation to open the grant intake date earlier in the year.

TIMING	ACTION
November	Open grant portal to accept 2017 applications and 2016 post-reports
November through January	Host grant information sessions and provide staff support to applicants
January (estimate)	Receive confirmation from Council on the available budget for allocations, deadline for 2017 proposals
February	Commence evaluation process
March	Deadline for 2016 post-reports (after the transition year this would be synched up with the deadline for 2017 proposals)

April	GSDC Board confirms allocations
April onwards	Disbursement of funding

Staff also recommended that the process remain consistent year over year going forward to minimize confusion for applicants and to allow staff to develop workplans accordingly.

A couple of questions were raised. The Board approved the recommendation from staff by consensus.

D) Executive Pulse CRM – Approval of Single Source Procurement

Staff requested that the GSDC Board support the purchase of Executive Pulse Client Relationship Management software as a single-source procurement.

The intent was to bring in a technological solution to provide a more effective way to track opportunities, to gather and maintain data on existing businesses and to ensure accurate information is shared within the team. Staff have had challenges in finding the right solution. After extensive research, staff identified Executive Pulse. The benefits of this software include the ability to allow staff to track clients and follow-up, interview businesses and track metrics. To staff's knowledge, there is no other software specific to economic development available on the market.

The Board has requested a presentation on the type of reporting the software produces once it is up and running.

The Board agreed to support the purchase and the following motion was presented:

2016-071 Jennifer Witty/Darren Stinson: WHEREAS Economic Development staff identified the need for client relationship software to provide a more effective way to track opportunities, to gather and maintain data on existing businesses and to ensure accurate information is shared within the team; and

WHEREAS after extensive research, staff have identified Executive Pulse as an excellent product that is cost effective;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation support the purchase of the purchase of Executive Pulse Client Relationship Management software as a single-source procurement; and

Further that the Economic Development department budget funds be used for this purpose.

CARRIED

Director's Report

A few items from the Director's report were highlighted at the meeting:

1. Staff attended the MINExpo Trade Show held in Las Vegas the last week of September. The show is for operating mines looking for equipment and services.

Staff also met with representatives of the Council of Canada and Nevada, as well as the Governor's Office of Economic Development and representatives from Elko, to explore how Sudbury mining supply and service companies can better access the Nevada market.

In addition, staff assisted the Province of Ontario with organizing their R&D and investment attraction presentations to invited companies during MinExpo. These events were very successful in attracting companies like Caterpillar and Glencore.

During MINExpo proceedings, staff met with the president and CEO of Joy Global Edward Doheny about their Sudbury operations.

Ontario's North Economic Development Corporation (ONEDC) hosted a Northern Ontario reception during MINExpo at the Cosmopolitan Las Vegas Hotel & Casino at their outdoor Boulevard Pool overlooking the strip. This exclusive networking event featured approximately 325 industry leaders representing mining executives, mining supply and service companies from Northern Ontario, representatives from various levels of government, and other dignitaries. The event was supported by government partners, corporate sponsorship and ticket sales. The feedback received from both attendees and partners was overwhelmingly positive.

BoartLongyear announced at MINExpo that it will establish a technology development and demonstration centre at NORCAT's Underground Testing Centre. The company will invest \$1.37 million in the new centre, to be matched by an additional \$1.37 million from NOHFC.

Staff are surveying the companies that participated in the Northern Ontario pavilion and getting some feedback.

2. A couple of upcoming events include the Cultural Forum being held on November 23rd at Imagine Cinemas as well as the 2016 Northern Ontario Tourism Summit being held on November 14th and 16th.
3. Greater Sudbury has successfully advanced to Phase 2 of the bid process for the Canada Summer Games 2021. Following the visit of the Canada Games Council's Technical Review Committee on August 26th, the community received a total score of 87% for the Phase 1 Technical Review Package which evaluated the Sport and Non-Sport Venues and the Games Village at Laurentian University. The Phase 2 Bid package is due on January 31st, 2017, and the final site visit by the Canada Games Council will occur the week of February 27. The winner of the 2021 Canada Summer Games will be announced March/April.

It was mentioned that there are many economic benefits to hosting the Games. It was noted that Sherbrook held 21 events before the games took place. The total economic benefit for Sherbrook was \$165 million, 1100 jobs, and 16,000 visitors. The municipality would be leveraging Provincial and Federal dollars to upgrade facilities.

4. As part of the Cultural Grant Program, copies of the Impact Report and Report Card were distributed at the meeting.
5. Ted Pugliese was introduced and welcomed as Junior Business Officer for the Northern Ontario Exports Program.
6. The City hosted its annual Mayor's Student Welcome Reception on September 19th, 2016. The event was held at Dynamic Earth and geared towards incoming immigrant, refugee and international students and Canadian students new to Greater Sudbury. The event was well attended by both students from the three post secondary institutions and members of

the community. The reception exposed the students to Northern Ontario hospitality and offered a tour one of Greater Sudbury's landmark destinations, providing a great opportunity for students to learn about the community, network and build relationships. The event featured exhibits by the Police, Fire and Emergency Services, Réseau du Nord, Volunteer Sudbury, ICCRC Regulated Canadian Immigration Consultant (RCICs), Sudbury Multicultural and Folk Arts Association and members of the Aboriginal community.

7. Economic Development staff have partnered with Music & Film in Motion, a division of Cultural Industries Ontario North (CION), to host a four-part panel discussion series, which was focused around film workers' rights, involving the film unions, the Ministry of Labour and the Sudbury Workers Education and Advocacy Centre. The second film panel discussion took place on October 5th and focused on downtown filming and etiquette. It was hosted in collaboration with the Downtown Sudbury BIA and MFM and moderated by CBC Morning North host Markus Schwabe. Approximately 30 people were in attendance, including film students and location managers.
8. City of Greater Sudbury is a finalist for the 2016 Ontario Tourism Awards of Excellence in the category of Tourism Marketing and Travel Media Excellence for the Tourism Marketing Partnership Award. The nomination is in recognition of the City's successful execution of last year's *The Amazing Race Canada*, Episode 6 project. The awards will be announced at the Tourism Industry Association of Ontario (TIAO) Awards Gala on November 22nd in Ottawa.
9. On September 23rd, Laurentian University announced that it would be receiving \$27.4 million from the federal and provincial governments to support the construction of its new \$60 million Research, Innovation and Engineering building. The 47,000 sq. ft. facility will feature support for emerging startups in partnership with NORCAT, lab facilities for students, a mineral analysis lab, and a machine shop for prototype development. Federal MPs Marc Serré and Paul Lefebvre were on hand to announce a federal contribution of \$21.1 million from its Strategic Infrastructure Fund (SIF), while Sudbury MPP Glenn Thibeault was accompanied by Deputy Premier Deb Matthews to announce a provincial contribution of \$6.3 million.

Other Business

The following other business items were raised:

Next week is Small Business Week and as such the Regional Business is hosting the Bridges to Better Business Conference. Board members were invited to attend a morning breakfast session with Janet Podleski and two concurrent sessions. As the Chair is speaking at one of the sessions, it was agreed that Councillor Signoretti and Eleethea Savage would speak at the other two sessions.

Board members were encouraged to attend Pumpkinferno at Dynamic Earth.

GSDC Board Member Issues

Laurentian University is hosting a three-day multidisciplinary conference November 18th-20th, titled *Maamwizing Indigeneity in the Academy*.

The Winter Coat Campaign has started. There is a bin in the foyer of Tom Davies Square for donations. Businesses are encouraged to take a bin to collect donations. At the end of the campaign, all the coats collected will be put on a City bus and delivered to an appropriate location. For more information, please contact Councillor Signoretti.

Upcoming Events

Upcoming events include:

1. Next GSDC Board meeting – November 9th, 2016
2. Chamber AGM: Stuart Harshaw, VP Ontario Operations, Vale Tuesday, October 25th, 5 p.m. at Holiday Inn
3. Chamber Luncheon: Peter Xavier, VP Glencore's Operations Thursday, November 24th, 12 p.m., Holiday Inn

Executive Session

A) Sudbury Theatre Centre Quarterly Report

2016-072 Pierre Zundel/Mark Signoretti: That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to a closed session.

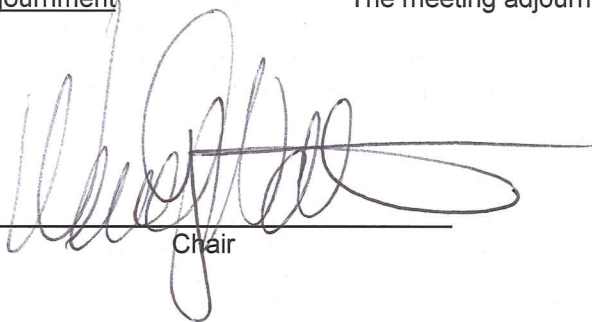
CARRIED

2016-073 Joanne Gervais/Darren Stinson: That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.


CARRIED

Adjournment

The meeting adjourned at 1:05 p.m.



Chair



Secretary