

**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

Wednesday, April 13, 2016  
Commencement: 11:35 a.m.

Chair

**WENDY WATSON IN THE CHAIR**

Present

Brent Battistelli, Daran Moxam, David Paquette, Deb McIntosh (D. 12:55 p.m.), Gisèle Chrétien, Iyo Grenon, Jennifer Witty (by phone), Lynne Reynolds (D. 1:15 p.m.), Mark Signoretti, Paul Kusnierczyk, Peter Nykilchuk, Pierre Zundel, Wendy Watson

City Officials

Kevin Fowke, Ian Wood, Meredith Armstrong, Eleethea Savage, Dana Jennings, Emily Trottier, Jacinda McLean, Jean-Mathieu Chenier, Liam McGill, Scott Rennie, Paul Schweyer, Sarah Colton, Kathryn O'Leary

Guests

Debbi Nicholson, Melanie Mayer, Anik Perreault, Carmen Robillard

Agenda Review

The Cultural Plan Update was added to presentations.

Declarations of  
Conflict of Interest

Deb McIntosh declared a conflict of interest with the Sudbury Theatre Centre. Peter Nykilchuk and Dave Paquette declared a conflict of interest with the Nomination Committee. Gisèle Chrétien declared a conflict of interest with SNOLAB. Iyo Grenon declared a conflict of interest with International Mine Rescue Competition.

Approval of Minutes

**2016-024 Brent Battistelli/Iyo Grenon:** That the minutes of the Greater Sudbury Development Corporation Board of Directors regular meeting of March 9, 2016, be adopted.

**CARRIED**

Executive Committee Notes

The Executive Committee notes of March 2<sup>nd</sup>, 2016 were presented to Board members for information only.

Presentations:

**A) Canada Summer Games  
2021 Bid Opportunity**

Staff provided a presentation regarding a funding request in the amount of \$20,000 to support the City's bid to host the 2021 Canada Summer Games.

Steps in the process include submitting a letter of intent and doing a technical review of the sites. The bid deadline with the final \$10,000 is January 2017 with a decision from the committee in Spring 2017. The Board agreed it was a good opportunity for the community and are prepared to fund the initial cost of the bid. A resolution of support from City Council will also be required before the bid is submitted and fund are released.

**2016-025 Pierre Zundel/Gisele Chrétien:** WHEREAS the Canada Games Council is seeking a host community within Ontario for the 2021 Canada Summer Games, an event that presents opportunities for significant economic impact, job creation and positive profile for Greater Sudbury; and

WHEREAS this event aligns directly with the goals outlined in *From the Ground Up* regarding prioritizing attraction efforts for sporting events;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation Board of Directors approve a contribution of \$20,000 toward the Bid Process for the 2021 Canada Summer Games; and

THAT this contribution is used to support the City's Letter of Intent to Bid and the required \$20,000 Bidding Cheque that must accompany the letter.

**CARRIED**

**B) CGS Economic Development & GSDC Overview**

Staff provided an overview on the relationship between the City, Council, and GSDC Board.

The memorandum of understanding describes how Council and the GSDC Board of Directors relate. The following includes highlights of the memorandum:

- The GSDC Board of Directors is made up of 14 community members plus the Mayor and up to 3 members of Council
- GSDC receives an annual grant – the Economic Development Investment Fund as well as the Arts & Culture Grants. The control of these funds are moved from Council to GSDC.
- Council grants the use of staff to advance interest of the Board
- The Board reports back to Council regarding any large initiatives related to Economic Development.
- The Board owes the fiduciary responsibility to Council on those funds.
- GSDC has instituted processes that enhance the fiduciary responsibility with funding agreements and financial reporting to maintain control over the funds.
- The Board provides advice to Council and its staff
- By convention – investments of \$250,000 or more are brought back to Council for ratification
- CAO report to Council
  - o Director to CAO – direct relationship to CAO
  - o Director – reporting to Board as GM of CGSDC
  - o Director to Staff

Staff provided a brief overview of the GSDC Board of Directors terms of reference with a focus on CED Guidelines. Staff will work with the CED Committee on the guidelines on how to best use them from an investment perspective.

There were no questions or comments.

**C) Cultural Plan Update**

Dave Paquette provided an update on the Cultural Plan. A report will be provided twice annually on what's happening in the cultural sector. The Cultural Plan was endorsed by Council and GSDC and was launched in May 2015. The plan focuses on four strategic directions which identifies the goals, timelines, and activities in each strategic direction:

1. Creative Identity – Integrating the Cultural Plan into other strategic priorities
2. Creative People – annual forum, ArtsVest, Assist with mentoring and promoting arts and culture
3. Creative Places - Stompin Tom piece of art, developing affordable places for professionals to work, cultural spaces so public can enjoy art, programs, working on map to know where public art exist, creative place-making
4. Creative Economy - Annual report card to show what the economic impact is in Sudbury

Some of the steps taken to set the plan in motion include the startup of a Cultural Action Committee and a Special Events Internal Team. The sub-groups will work together involving the community to act on the goals of the strategic directions. It was indicated that the 2<sup>nd</sup> Annual Cultural forum will be held in November. An annual Cultural report card is also being developed. The Cultural Plan reporter was distributed at the meeting and will be posted online as well.

It was noted that a lot of work has gone into the plan and that the next steps are to identify priorities for the coming year.

Reports:

**A) C.E.D. Update**

Pierre Zundel provided an update on the CED committee.

International Mine Rescue Competition

Iyo Grenon declared a conflict of interest and left the room.

Representatives for the International Mine Rescue Competition presented to the CED Committee. They requested \$50,000 in funding. The CED was supportive of the event but raised some concerns on the requested amount. The CED Committee requested staff work with the proponent on what specific development opportunities currently exist and what could be organized. Staff will report back to the CED committee on April 29<sup>th</sup> and the Committee will report back to the Board at the next meeting.

Iyo Grenon returned to the meeting.

**B) SNOLAB in London,UK**

Gisèle Chrétien declared a conflict of interest and left the room.

Staff provided information on a sponsorship type request from SNOLAB that will build on an international positive exposure for the Greater Sudbury community. SNOLAB has an opportunity to take over space in Canada House in Trafalgar Square which is a significant tourism location and is a show piece for Canadian art. In collaboration with SNOLAB, Science North is working on an interactive display for Canada House. A phase 1 application was received from SNOLAB requesting funding from GSDC. The overall cost of the project is \$115,000. With the approval of the Executive, staff recommended to provide \$25,000 in funding.

Staff indicated that participating in the development of the display will better represent the City's interest and leverage opportunities in related other areas related to foreign direct investment. Science North will use the opportunity to reach out to potential clients in Europe. SNOLAB would also like the Mayor to participate in the opening of the exhibit.

It was suggested that the City use the opportunity to build on community pride, reshape the image of Sudbury, and identify potential contacts to reach out to to raise the City's profile.

**2016-026 Pierre Zundel/Gisèle Chrétien:** WHEREAS SNOLAB has been offered the opportunity to set up an exhibit to run through July and August at Canada House, Canada's High Commission in London, UK, in order to celebrate the recent work of Dr. Arthur MacDonald and his Nobel Prize-winning research; and

WHEREAS SNOLAB is working with Science North to create an interactive and memorable exhibit that will highlight SNOLAB's work and its location in Sudbury in order to promote "Canada's Resourceful City" to a wide audience; and

WHEREAS this effort aligns with goals in *From the Ground Up* to position Greater Sudbury as “one of the most integrated education and innovation ecosystems in Ontario” and to “celebrate and communicate our city’s successes”;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation Board of Directors approve a contribution of \$25,000 in support of this initiative; and

THAT the *Resourceful City* branding be incorporated into the exhibit and accompanying marketing collateral.

**CARRIED**

Gisèle Chrétien returned to the meeting.

**C) Large Projects**

The Executive Summary report for the Large Projects was provided to the Board for information only and was presented to Council on April 12<sup>th</sup>, 2016. The process moves to the next Council meeting of April 26<sup>th</sup> for a facilitated session. It was noted that the next steps for several of the projects indicate a reference back to GSDC. Further information will be available after the April 26<sup>th</sup> session. There were no comments or questions

Financial Update

A financial update was distributed and reviewed with the Board. There were no questions or comments.

Director's Report

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

1. GSDC staff participated in the planning and hosting of an International Day for the Elimination of Racial Discrimination Luncheon On March 21.
2. On March 22, CGS Council accepted the Terms of Reference for the formation of the Greater Sudbury Newcomer, Refugee and Immigration Advisory Panel, resulting from the motion of Council from September 15, 2015.
3. On April 9, GSDC staff participated in the hosting of a Volunteer Fair at the Sudbury Shopping Center. The event involved 20 community based not-for profit organizations promoting various volunteer opportunities.
4. As part of the Northern Ontario Exports Program (formerly the Mining Supply and Services Export Assistance Program), two new initiatives were launched in early April as part of a Phase 3 iteration of the program. Delivered by Ontario's North Economic Development Corporation (ONEDC) through the GSDC, The Export Marketing Assistance (EMA) Program provides Northern Ontario-based companies with up to \$10,000 in funding towards export marketing and sales initiative completed by March 2017. Over the last four years, this program has encouraged Northern Ontario firms to spend more than \$2.5M in developing markets for their products and services outside of Ontario.
5. Weir Minerals Canada is opening a new sales, engineering and service Location on Old Falconbridge Road. The Weir Group employs approximately 16,000 people in 70 countries around the world. Weir Minerals Canada employs approximately 250 employees from coast to coast, and have strategically located their facilities near their customers. To get even closer to their customers they are opening 5 new locations in 2016, including the one in Sudbury which will replace a closing facility in

Toronto. Weir will be employing five people from the outset, and will be adding staff as needed. They currently have a process engineer from Sudbury working from his home who will relocate to the office when operations are up and running. Some of Weir's products include Slurry pumps, de-watering pumps, cyclones, rubber hose and rubber lined pipe spools, rubber sheet products and mechatronics to monitor the equipment.

6. Gallus Entertainment is an animation studio based in downtown Sudbury. It has recently produced several world class projects and is moving forward on its plans to significantly expand its staff base in order to support upcoming animation projects. It has begun renovations on a second floor office space in order to house double the number of staff it hopes to recruit through the Temporary Foreign Worker program.
7. Staff will be visiting Pinewood Studios in Toronto to discuss film investment opportunities in Sudbury.
8. In the January to December 2015 period, City of Greater Sudbury supported 56 events through the Event Support Program with a combined \$99,063 in funding. These events attracted an estimated 59,551 out-of-town participants, delegates and spectators to Sudbury resulting in local spending of approximately \$10,898,000 during this time period. In the first quarter of 2016, City of Greater Sudbury supported seven events through the Event Support Program with a combined \$10,500 in funding. These events attracted an estimated 3,534 non-local participants, delegates and spectators to Sudbury, resulting in local spending of approximately \$6,470 during this time period.
9. Sudbury Tourism hosted Suzanne Hoehner from Jonview Canada Inc. (one of the largest travel trade companies in Canada) to lead a session for tourism partners who have an interest in developing their group tour and international travel potential. We will also be joined by Gaby Kotz, Marketing & Trade Consultant (Europe) from Ontario Tourism Marketing Partnership Corporation (OTMPC).
10. In May, Economic Development staff will travel to Toronto with partners from NORCAT, Fortin Discovery Lab, Laurentian University, Cambrian College, Collège Boréal, CEMI, and MIRARCO to participate in OCE Discovery. Discovery is Canada's leading innovation-to-commercialization conference, hosted by the Ontario Centres of Excellence (OCE). The event will take place at the Metro Toronto Convention Centre May 9<sup>th</sup> & 10<sup>th</sup> and will bring together key players from industry, academia, government and the investment community, as well as entrepreneurs and students to pursue collaboration opportunities.
11. Kaitlyn Dunn, Northern Ontario Exports Program Project Coordinator, has accepted a new position in corporate communications with the Greater Sudbury Police Services. The GSDC is posting Kaitlyn's vacant position for a two year, contract Junior Business Officer.
12. The Economic Development team has welcomed Paul Schweyer as the new Major Events Development Officer, who will be working with the Tourism & Culture section.
13. Sarah Colton has joined the Economic Development Team as an Intern, supported by the Northern Ontario Heritage Fund Corporation.

Executive Session

The regular meeting moved to a closed session at

**2016-027 Gisèle Chrétien/Daran Moxam:** That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session.

**CARRIED**

Reconvene to Regular Board Meeting

The Executive Session concluded and the Board reconvene to its regular meeting at

**2016-028 Gisèle Chrétien/Daran Moxam:** That the Greater Sudbury Development Corporation Board of Directors reconvene to the regular meeting.

**CARRIED**

Other Business

Laurentian University's new Dean of Education Faculty and her husband expressed their appreciation and praise for economic development staff who assisted in the start of a new business.

Staff are in conversation with the management company responsible for the Little NHL. On April 29<sup>th</sup> and 30<sup>th</sup>, staff will be taking the organizers on a tour of arenas and meeting with hotels. The City's bid has been received as very positive. It was indicated that one of the former key players of the Little NHL, George Francis, passed away and a message will be sent on behalf of the GSDC.

GSDC Board Member Issues

Club Montessori is hosting their annual fundraiser on May 4<sup>th</sup> at the Caruso Club. Tickets are \$65 each and include meal and refreshments. Proceeds will go towards NEO kids.

The next Chamber Luncheon with Robert Deluce of Porter Airlines will be held on May 19<sup>th</sup> in the Aviation Hangar at the airport.

Laurentian University will be staging the Sudbury Protocol conference from May 9<sup>th</sup> to 11<sup>th</sup>, 2016.

Upcoming Events

Upcoming events include:

1. **Next GSDC Board Meeting:** Wednesday, May 11<sup>th</sup>, 2016, 11:30am at NORCAT
2. PITCH 2016 – Thursday, April 28<sup>th</sup>, 2016
3. Bell Business Excellence Awards – Thursday, May 12<sup>th</sup>, 2016
4. Chamber Luncheon: Robert Deluce, President & CEO, Porter – Thursday, May 19<sup>th</sup>, 2016
5. GSDC AGM moved to June 15<sup>th</sup>, 2016

Adjournment

The meeting adjourned at 1:45 p.m.

  
Chair

  
Secretary