



## **A G E N D A**

### **FOR THE REGULAR MEETING OF THE DIRECTORS OF THE CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION**

**To be held on:  
Wednesday, March 10<sup>th</sup>, 2021  
Conference Call  
at 11:30 a.m.**

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1. 11:30 Declaration of Conflict of Interest
2. Adoption of the Regular Minutes of January 18<sup>th</sup>, 2020
3. Executive Committee Notes of January 14<sup>th</sup>, 2020 (For information only)
4. **REPORTS:**
  - i. Directors Report
  - ii. January 29<sup>th</sup> C.E.D. Report
5. Employment Lands Strategy Communications Update
6. Tourism Development Committee Update
7. Regional Business Centre Collaboration Renewal
8. Other Business
9. Move to Closed Session
10. Adjournment

**Next Meeting: April 14<sup>th</sup>, 2021**

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

Via Videoconference

**Wednesday, March 10<sup>th</sup>, 2021  
Commencement: 11:32 a.m.**

Chair: **ANDRÉE LACROIX IN THE CHAIR**

Present: Mayor Brian Bigger, Jennifer Abols, Lisa Demmer, Joanne Gervais, Andrée Lacroix, Mike Ladyk, Anthony Lawley, Mike Mayhew, Peter Nykilchuk, Shawn Poland, Jeff Portelance, Councillor Mark Signoretti

Regrets: Erin Danyliw, Robert Haché, Councillor Bill Leduc, Councillor Gerry Montpellier, Claire Parkinson, David Paquette

City Officials: Meredith Armstrong, Rebecca Brooks, Liesel Franklin, Dana Jennings, Barb McDougall, Liam McGill, Josée Pharand, Scott Rennie, Alex Ross, Elena Zabudskaya, Brett Williamson

Agenda Review: No additions to the agenda.

Conflict of Interest: None noted.

Adoption of Minutes: **2021 – 013 – Jennifer Abols / Shawn Poland**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of January 18<sup>th</sup>, 2021 be adopted.

***CARRIED***

Executive Notes: No comments or questions arising at this time.

**REPORTS** *Directors Report*

A complete report was provided in the agenda package. Brett Williamson provided several highlights including:

- In the last round of business outreach efforts, 90 local businesses were contacted. A breakdown of the areas of business was given.
- Businesses were educated on several COVID relief programs.
- Speed tests are underway to ensure broadband availability to areas most in need.

- PDAC is currently underway with several staff participating. The conference is taking place virtually this year, providing a safe, online opportunity for networking and talent attraction.
- The Regional Business Centre is pleased to welcome Ken Bonder to the team in the position of Business Information and Marketing Officer. Ken brings a wide range of skills centered on communication and customer service to the group.
- Kristen McKee was announced as the successful candidate for the Northern Ontario Export Program Technical Co-ordinator. Kristen represents a variety of valuable skills and extensive knowledge in working with various companies. Kristen begins her new role on March 22<sup>nd</sup>, 2021.

#### *Economic Recovery Committee Update*

The Economic Recovery Committee will be holding a strategic planning session in the near future. Board member feedback is welcome. Information gathered will assist the committee in setting priorities and timeline.

A date will be provided to board members once confirmed.

#### *C.E.D. Report – February 26<sup>th</sup>*

Co-chair Mike Ladyk reported on the activities of the February C.E.D Committee meeting.

MIRARCO was invited for a follow-up conversation regarding the proposed small module reactor project. The merits of the project were acknowledged; nonetheless, concerns of the committee were outlined, including lack of local economic impact as well as the approach to First Nations engagement in the Northern regions. As such, this application was declined at this time.

The financial status of the Community Economic Development fund was outlined followed by a robust discussion regarding the overall totals of current and multi-year commitments.

#### Employment Lands Strategy Communication Update:

Liam McGill provided a brief background to the Employment Lands Strategy in addition to the distributed staff memo. An update on the consultation process was provided including outreach to local architecture firms, use of the City's *Over to You* online engagement platform and roundtables with partners such as the Greater Sudbury Chamber of Commerce. Opportunities for public engagement will also be available in Q2 of 2021.

Public service announcements will be released via social media each round of consultations in addition to presentations to several local stakeholder groups.

Tourism  
Development  
Committee  
Update

Vice-chair Jeff Portelance provided an update on the activities of the Tourism Development Committee (TDC). The committee met on February 26<sup>th</sup> and received two presentations. Each proponent provided a presentation in addition to a question and answer period. The resulting discussion yielded two recommendations to the GSDC Board for final approval.

**2020 – 014 - Joanne Gervais / Councillor Mark Signoretti**

WHEREAS promoting and growing the tourism industry in Greater Sudbury are key Tourism priorities of the *From the Ground Up* Community Economic Development Strategic Plan and the Greater Sudbury Tourism Strategy 2019-2023; and

WHEREAS the development of new tourism and cultural products is a key opportunity for Greater Sudbury; and

WHEREAS the proposed feasibility study towards the development of a seasonal live multi-media stage production will lead to increasing Greater Sudbury's francophone and cultural tourism offerings should the attraction be realized;

THEREFORE BE IT RESOLVED that the Board of the City of Greater Sudbury Community Development Corporation commit to supporting Cafe Heritage with a contribution up to \$14,125, from the 2021 Tourism Development Fund to assist with costs associated to a Feasibility Study for Destination Tamarack; and

FURTHER, that the funding be conditional on Cafe Heritage receiving all other funding as stated in the proposal; and

THAT a 10% holdback of \$1,412.50 be in place pending the successful completion of the feasibility study and delivery of final report; and

FURTHER, that the *Resourceful City* logo be used on all wrap-up communication materials in acknowledgement of this contribution.

***CARRIED***

**2020 – 015 – Lisa Demmer / Councillor Bill Leduc**

WHEREAS promoting and growing the tourism industry in Greater Sudbury are key Tourism priorities of the *From the Ground Up* Community Economic Development Strategic Plan and the Greater Sudbury Tourism Strategy 2019-2023; and

WHEREAS the development and enhancement of visitor attractions is a key opportunity for Greater Sudbury; and

THEREFORE BE IT RESOLVED that the Board of the City of Greater Sudbury Community Development Corporation support the Northern Ontario Railroad Museum & Heritage Centre with a

contribution of \$4000, from the 2021 Tourism Development Fund to assist with marketing costs and consultant fees associated with the development of an app creating a new visitor experience at the museum; and

FURTHER, that a 10 % holdback of \$400 be imposed, to be released upon completion of the app and receiving a final report from the Northern Ontario Railroad Museum & Heritage Centre satisfactory to the GSDC Board; and

FURTHER, that the *Resourceful City* logo be used on all wrap-up communication materials in acknowledgement of this contribution.

**CARRIED**

Regional Business  
Centre Collaboration  
Network Renewal:

Business Development Officer-Entrepreneurship Josée Pharand provided a verbal reminder of the Regional Business Centre collaboration network in addition a staff memo included in the distributed agenda. Collaborators are a mix of public and private stakeholders who enhance the functions of the Centre through participation in committees, seminars and consultations.

Two existing collaborators are up for renewal and were presented to the GSDC Board for consideration.

**2021 – 016 – Councillor Bill Leduc / Councillor Mark Signoretti**

Whereas the Regional Business Centre operates within the City of Greater Sudbury's Economic Development Division as the community's Small Business Enterprise Centre; and

Whereas the Collaboration Network is the cornerstone of the Regional Business Centre's service offerings through the engagement of diverse public and private-sector stakeholders who provide added value of their industry expertise, knowledge, mentorship and resources; and

Whereas the City of Greater Sudbury Council passed resolution CC2017-50 on February 28<sup>th</sup>, 2017 which delegates authority to the Greater Sudbury Development Corporation (GSDC) Board to oversee the selection of members of the Regional Business Centre Collaboration Network;

THEREFORE BE IT RESOLVED that the GSDC Board of Directors appoint the following members to the Regional Business Centre Collaboration Network:

1. Desjardins Business
2. Bell Media

**CARRIED**

Other Business:      *Cross-cultural training*

New dates were provided for cross-cultural and Allyship training.

**2020 – 017 – Lisa Demmer / Joanne Gervais**

That the Greater Sudbury Development Corporation Board of Directors regular meeting be adjourned and move to closed session.

*CARRIED*

Adjourned 1:39

**Next meeting April 14<sup>th</sup>, 2021**

Andrée Lacroix

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Chair

Meredith Armstrong

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Secretary