



## **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, May 12<sup>th</sup>, 2021  
Conference Call  
at 11:30 a.m.**

---

1. 11:30 Declaration of Conflict of Interest
2. Adoption of the Regular Minutes of March 10<sup>th</sup>, 2021
3. Executive Committee Notes of March 31<sup>st</sup>, 2021 (For information only)
4. **PRESENTATION**  
Greater Sudbury Airport Operations – Todd Tripp, CEO and  
J.M.Chenier, Director, Marketing
5. **REPORTS:**
  - i. Directors Report
  - ii. April 30<sup>th</sup> C.E.D. Report
6. GSDC Strategic Planning Update
7. Tourism Development Committee Update
8. Policy Review Committee Update
  - i. GSDC Board approval of Terms of Reference
9. Other Business
10. Move to Closed Session
11. Adjournment

**Next Meeting: June 9<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, May 12<sup>th</sup>, 2021  
Commencement: 11:33 a.m.**

Chair:                   **ANDRÉE LACROIX IN THE CHAIR**

Present:               Jennifer Abols, Lisa Demmer, Joanne Gervais, Andrée Lacroix, Mike Ladyk, Anthony Lawley, Councillor Bill Leduc, Peter Nykilchuk, Jeff Portelance, Councillor Mark Signoretti

Regrets:               Mayor Brian Bigger, Robert Haché, Councillor Gerry Montpellier, Claire Parkinson, Shawn Poland, David Paquette

City Officials:       Meredith Armstrong, Rebecca Brooks, Shawna Cole, Liesel Franklin, Barb McDougall, Liam McGill, Josée Pharand, Scott Rennie, Elena Zabudskaya, Brett Williamson

Agenda Review:       No additions to the agenda. The presentation by the Greater Sudbury Airport has been moved to the closed session due to sensitivity of financial information to be discussed.

Conflict of Interest:   None noted.

Adoption of Minutes:       **2021 – 024 – Joanne Gervais / Lisa Demmer**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of March 10<sup>th</sup>, 2021 be adopted.

**CARRIED**

Executive Notes:       One date correction was brought forward.

**REPORTS**               *Directors Report*

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

- 149 local businesses have been engaged in the latest round of business outreach with the majority stating that recent public health measures not affecting staffing levels.

- Through the Ministry of Labour, staff continues to work with those displaced at Laurentian University.
- The Northern Ontario Exports Program continues to accept applications for the Export Marketing Assistance Program, bringing the total received to 54, with 28 originating from Greater Sudbury.
- The Travel Media Association of Canada (TMAC) Conference and AGM has been rescheduled to June, 2023. The event will take place in Sudbury and is expected to attract 150 media including professional travel writers, broadcasters, editors, bloggers, online influencers and photographers.
- 27 community selections have come forward in 2021 for the Rural and Northern Immigration Pilot Project (RNIP) with many more applicants to be reviewed by the end of the year.
- The Tourism Development Committee has completed the call out for new members. Two seats are available and are expected to be filled by a representative from the Culinary and Arts & Culture sectors.

#### *C.E.D. Report – April 30<sup>th</sup>*

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

The committee received two presentations, beginning with Indie Cinema. The report outlined the ways in which Indie Cinema has pivoted and grown during the pandemic along with a presentation of future plans. As the Theatre Manager position was shown to play a crucial role in the success of the organization, agreement to bring forward recommendation to approve the request of \$20,000 to support this position was unanimous.

#### **2021 – 025 - Peter Nykilchuk / Councillor Mark Signoretti**

WHEREAS the Sudbury Downtown Independent Cinema Co-operative (SDICC) is a not-for-profit organization with the mandate of screening independent films and providing space for other creative pursuits; and

WHEREAS the Greater Sudbury Development Corporation supports Indie Cinema's objective of revitalizing the Downtown area, supporting the local film industry and encouraging tourism and hospitality activity in Greater Sudbury in alignment with our strategic plan, *From the Ground Up*; and

WHEREAS at its regular meeting of August 19, 2020, the Greater Sudbury Development Corporation (GSDC) passed motion 2020-064 which approved funding for the SDICC in the amount of \$20,000 to cover a portion of the costs to hire a Theatre Manager; and which provided the option for SDICC to return and request additional funding of \$20,000 to support this role; and

WHEREAS SDICC has presented its results to the CED Committee regarding its successful efforts to obtain other sources of revenue including donations and sponsorships and its results in advancing the objective of longer term sustainability of this organization;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation approves the release of the 10% holdback of \$2,000 remaining from the 2020 contribution upon the receipt and review of the organization's reporting; and

THAT the GSDC Board supports SDICC with the second contribution of \$20,000 from the 2021 CED fund for the expenses associated with the Theatre Manager role, the payment of which be subject to a 10% holdback equivalent to \$2,000 which will be retained and released only upon receipt of a satisfactory final report on progress and deliverables by the end of 2021; and

Finally, that the Resourceful City logo be supported and used on all SDICC communication materials including on their website in acknowledgement of this contribution.

***CARRIED***

Manager of Tourism and Culture, Meredith Armstrong provided an update on the CION Film Studio project. The project had a successful project launch last week, announcing the opening for expression of interest. To date, eight (8) expressions of interest have been received. Several industry publications have run stories on the film studio, highlighting Greater Sudbury as a place of note in the television and film industry. The project will now proceed to the request for proposal (RFP) process, eventually choosing a long-term tenant. Categories of the RFP review process were discussed and it was confirmed that the location of the studio is final.

Mr. Ladyk then provided a recap of the Downtown Incubator project and its history with the GSDC Board. Funding challenges were outlined and subsequent cost savings identified were itemized.

It was noted that the amount of funding requested is based on a scenario wherein no other provincial financing is approved. To this point, Mr. Ladyk then provided an overview of the current C.E.D. financial standing, including multi-year commitments, noting that dollars available in the next two years are limited.

Despite the substantial financial request, it was agreed by all present that the project is vital and will provide a positive return on investment (ROI) in the coming years.

**2021 – 026 - Jennifer Abols / Councillor Mark Signoretti**

WHEREAS Greater Sudbury's Community Economic Development Plan *From the Ground Up* identifies the development of business incubation spaces and downtown revitalization as stated goals; and,

WHEREAS the City of Greater Sudbury's Strategic Plan 2019-2027 identifies the establishment of a business incubator in the downtown as an action item that supports business attraction, development and retention as a strategic goal that support existing businesses, attracts new businesses and promotes entrepreneurship; and,

WHEREAS the Greater Sudbury Development Corporation Board of Directors has identified the establishment of the Downtown Business Incubator as a priority of the Board for 2018, and reaffirmed this priority for 2019; and

WHEREAS the Greater Sudbury Development Corporation Board of Directors approved an investment of \$210,493 from the Community Economic Development Fund in 2018 through Board Resolution 2018-066 to leverage funding from government agencies to establish a business incubator in the downtown; and,

WHEREAS the delay in confirming other funding sources has hindered the ability to move forward with the project despite the growing need in our community and the project's alignment with the City's Economic Support and Recovery initiatives, and,

WHEREAS the challenges in securing funding have lead to the loss of opportunity to lease a turnkey location and the project budget has therefore increased to reflect the new costs associated with securing and renovating a suitable space downtown;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors rescind Board Resolution 2018-066 in order to reallocate these previously approved dollars within the new project timeline and budget; and,

FURTHER, THAT the GSDC Board approves a new total investment of up to \$1,159,177 over four years (\$309,998, \$305,470, \$297,381 and \$246,327 from 2021-2024 respectively) from the Community Economic Development (CED) Fund to establish a Downtown Business Incubator, with the understanding that this investment may be reduced should the project be successful in securing funding from the Rural Economic Development Fund and an increased contribution from FedNor.

**CARRIED**

GSDC Strategic  
Planning Update

Ms. Armstrong presented a memo in the distributed agenda package which summarized the order of events from the April 22<sup>nd</sup> strategic planning meeting as well as the results of the session.

Key priorities determined by the real-time vote included talent attraction and lifestyle promotion and downtown revitalization under the guiding principles of focusing on small actions and connection between businesses.

Staff will return to the GSDC at a later date with a comprehensive plan of next steps.

Tourism  
Development  
Committee  
Update

Chair Peter Nykilchuk provided an update on the activities of the Tourism Development Committee (TDC). At their last meeting, the committee received two presentations (Check-in Canada and HockeyFest).

Mr. Nykilchuk summarized the key points of each application in addition to the fulsome report provided in the distributed agenda package. The committee decided that more information is needed for each project before moving ahead with the requests. It was noted that the timing of the HockeyFest request does not align well with current public health regulations.

Recruitment for additional TDC members continues, as was noted in the Directors Report.

Policy Review  
Committee Update:

Committee member Lisa Demmer provided background to the work done in consultation with staff to develop a Terms of Reference for the GSDC Board, as required by the new operating agreement. The Terms of Reference provides a framework for board member participation and board operations overall.

**2021 – 027 – Lisa Demmer / Councillor Mark Signoretti**

WHEREAS the Greater Sudbury Development Corporation (GSDC) Board of Directors has established the Policy Review Committee in order to ensure the ongoing review and updating of bylaws and policies of the GSDC to ensure alignment and compliance and to improve effectiveness; and

WHEREAS the Policy Review Committee has developed the Terms of Reference for the GSDC Board in which provides a framework for Board business and which strengthens the Board's commitment to its overall policies;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation approve the recommended Terms of Reference for the GSDC Board of Directors as presented at the Board's regular meeting of May 12, 2021, in order to provide a consistent mandate and approach for the Board in conducting its activities; and finally

THAT the Policy Review Committee is tasked with leading the annual review of these Terms as part of their work plan, with Committee recommendations brought forward for Board approval and ratification.

***CARRIED***

Other Business: No other business was noted.

**2021 – 028 – Joanne Gervais / Jeff Portelance**

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

***CARRIED***

Adjourned

**Next meeting June 9<sup>th</sup>, 2021**

---

Chair

---

Secretary