



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, April 14th, 2021
Conference Call
at 11:30 a.m.

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Next Meeting: May 12th, 2021

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

Via Videoconference

Wednesday, April 14th, 2021
Commencement: 11:37 a.m.

Chair: **ANDRÉE LACROIX IN THE CHAIR**

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

Regrets: Councillor Gerry Montpellier, Claire Parkinson, David Paquette

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

Agenda Review: No additions to the agenda.

Conflict of Interest: None noted.

Adoption of Minutes: **2021 – 020 – Joanne Gervais / Councillor Mark Signoretti**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of February 10th, 2021 be adopted.

CARRIED

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

PRESENTATION NORCAT Aboveground Training Facility–*Don Duval, Chief Executive Officer*

The GSDC Board received a presentation regarding the NORCAT Surface Training Facility which was supported by the Board in 2019. The facility, situated in Onaping, is intended to be a location for new and existing companies to utilize for hands-on research and development opportunities. It will also be used to attract the interest of companies and education institutions while providing the opening to sell the products showcased.

Mr. Duval provided a visual presentation in order to illustrate the progress of the project from conception to current state. The facility is currently fully-leased with ten offices occupied, two companies of which are new to Canada. An official grand opening is expected once COVID-19 restrictions are lifted.

Mr. Duval briefly received questions before departing the meeting.

REPORTS

Directors Report

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

- 108 local businesses have been engaged in the latest round of outreach efforts.
- The unemployment rate in Greater Sudbury currently stands at 8.4%, showing a decrease of 0.3%. This is in comparison to the overall unemployment rate in Ontario of 8.9%.
- After an extensive search, Marla Tremblay has been named as Executive Director of MineConnect.
- Staff participated in the 2021 virtual Prospectors and Developers Association of Canada (PDAC) Convention. The event allowed Economic Development staff to network with various businesses, promoting Greater Sudbury as a global mining cluster.
- Applications for participation in the Northern Ontario Exports Program (NOE) are currently under review.
- The Regional Business Centre has launched the *Next Step Small Business Support Program* which aims to provide local businesses with access to complimentary, one-time professional services, up to \$1,500.00 including marketing, accounting and marketing consultants.
- Seventeen (17) applicants have been issued community recommendations in 2021 through the Rural and Northern Immigration Pilot Project (RNIP). Staff are on track to bring approximately thirty (30) to the community by the end of 2021.

C.E.D. Report – March 26th

Co-chair Lisa Demmer reported on the activities of the March C.E.D. Committee meeting.

As the 2021 funding from City Council has not yet been approved, no applications or presentations were brought forward at the March C.E.D. Committee meeting.

With two GSDC Board member resignations from the C.E.D. Committee, a request for additional members was tabled in order to ensure quorum at the April and May meetings of the Committee.

Tourism
Development
Committee
Update

Chair Peter Nykilchuk provided an update on the activities of the Tourism Development Committee (TDC). The committee met on March 24th to review marketing plan updates and various staff reports. As a result, the committee is recommending an amendment to their terms of reference, expanding the Tourism Development Committee by two members in order to allow for broader representation of the Tourism sector.

2021 – 021 - Shawn Poland / Lisa Demmer

WHEREAS the Greater Sudbury Development Corporation (GSDC) Board of Directors entrusts the planning and investment of municipal accommodation tax allocations to the Tourism Development Committee, and

WHEREAS the approved Terms of Reference of the Tourism Development Committee provide the framework for representation and decision making; and

WHEREAS the Tourism Development Committee is recommending the expansion of Committee membership by two members in order to add broader representation of the Tourism sector to their work;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors approve the updated Tourism Development Committee Terms of Reference as presented at its regular meeting of April 14, 2021.

CARRIED

The committee also reviewed a progress report from SportLink in consideration of supporting Year 2 of 3 funding. The committee was satisfied with the progress and efforts made by Sportlink and therefore recommend the approval of funds.

2021 – 022 – Shawn Poland / Jeff Portelance

WHEREAS the Tourism Development Committee (TDC) provides advice and recommendations as a subcommittee of the Greater Sudbury Development Corporation (GSDC) Board for investments to strengthen and support the city's tourism sector and increase visitation and occupancy; and

WHEREAS the GSDC has prioritized the importance of targeted attraction of meetings, conventions and sport tourism hosting opportunities for the community as one of the objectives in *From the Ground Up* and the *Tourism Strategy 2019-2023*; and

WHEREAS the GSDC approved motion 2020-002 to support SportLink Greater Sudbury Sport Council up to \$45,000 over three years (\$15,000 per year in each of 2020, 2021 and 2022) at the February 12th, 2020 meeting; and

WHEREAS the TDC recommends the release of Year 2 funds based on its review of the 2020 annual report from Sportlink outlining its progress and direction to date of the collaboration;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors support the release the 2021 funding totalling \$15,000 to Sportlink as the Year 2 contribution; and

THAT the Year Three contribution be reconfirmed upon the annual reporting requirements as outlined in a funding agreement with SportLink.

CARRIED

Finally, an updated financial outlook projection has been requested for the 2021 Municipal Accommodation Tax (MAT) Fund as it relates to the effect of COVID on overnight stays and revenue.

Hotel &
Accommodation
Association of
Sudbury (HAAS)
Group Letter:

A letter was received from the Hotel & Accommodation Association of Sudbury (HAAS) group on March 26th, 2021. Addressed to the Mayor's Office and the Director of Economic Development, the letter requested action in the areas of property tax deferral, support of the industry to the Municipal Assessment Corporation (MPAC) in seeking an immediate reassessment of all accommodation providers in Greater Sudbury and advocacy to the Province to ensure adequate levels of vaccination of those in the accommodation industry.

It was noted that property tax is paid by all businesses and is under the purview of Council; any deferrals would need to be executed in an equitable way. Several suggestions were discussed including the option of removing interest charges and collections as part of MAT remittance processes, since the program is specific to hotels and motels.

The MPAC is not a municipal entity and at this time, they are only providing assessments on new builds, irrespective of any advocacy efforts, for instance from the Mayor's Office.

In terms of the request for further vaccination, it was stated that the level of vaccination in Greater Sudbury is one of the highest vaccination per-capita city in Ontario and directed by Dr. Penny Sutcliffe, Medical Officer of Health and Chief Executive Officer with Public Health Sudbury & Districts.

The most realistic response to the letter is the discussion with City Council relating to the deferral of property taxes; it was noted that a letter of support from the GSDC is not necessary at this time.

Nomination
Committee Update:

Nomination Committee Chair Jeff Portelance provided background to the work done in consultation with staff to develop a Terms of Reference which outlines the expectation of committee members in future recruitment cycles. A new skills matrix and nomination procedure document were also drafted and included in the agenda package for consideration.

2021 – 023 – Jennifer Abols / Peter Nykilchuk

WHEREAS the Greater Sudbury Development Corporation (GSDC) Board of Directors has invested significant time and effort to develop a new approach to governance for the organization; and

WHEREAS the newly implemented Operating Agreement between the GSDC and the City of Greater Sudbury explicitly notes the establishment of a Nomination Committee to identify potential Board member candidates based on skill set and suitability to the GSDC's strategic direction; and

WHEREAS the GSDC has emphasized its focus on community economic development as well as its oversight of significant funding programs including the Community Economic Development Fund, the Tourism Development Fund and the Greater Sudbury Arts & Culture Grant Program; and

WHEREAS the GSDC has also expressed its commitment to diversity and inclusion through the Board's Diversity Statement;

THEREFORE BE IT RESOLVED that the Greater Sudbury Development Corporation approve the recommended Terms of Reference for the Nomination Committee as presented at the Board's regular meeting of April 14, 2021, in order to provide a consistent mandate and approach for the Committee to address the ongoing recruitment needs of the GSDC Board;

THAT the Nomination Committee ensures a lens of inclusion in the Nomination process to ensure that Board membership honours and reflects the diversity of our community; and finally

THAT the members of the Nomination Committee are nominated at the January meeting annually.

CARRIED

Other Business:

It was noted that Erin Danyliw and Mike Mayhew have officially tendered their resignation to the GSDC Board in order to focus on their respective businesses.

A request was made to add a report to an upcoming agenda regarding support for Laurentian employees affected by recent layoffs.

Adjourned 1:46

Next meeting May 12th, 2021

A. Lacroix

Chair

M. Armstrong

Secretary