



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:
Tuesday, November 10th, 2020
Conference Call
at 11:30 a.m.**

1. 11:30 Declaration of Conflict of Interest
2. Adoption of the Regular Minutes of August 19th and September 9th, 2020
3. Executive Committee Notes of September 30th, 2020 (For information only)
4. Downtown Update – Mayor Brian Bigger
5. **REPORTS:**
 - i. Directors Report
 - ii. Economic Recovery Committee Update
 - iii. Policy Review Committee Update
 - iv. October 30th CED Report
6. Tourism Development Committee
 - i. Tourism Development Committee Update
7. A&C Grant Program Proposed Changes
8. Other Business
9. Adjournment

Next Meeting: December 9th, 2020

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

Via Videoconference

Tuesday, November 10th, 2020

Commencement: 11:35 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, Mike Mayhew, Peter Nykilchuk, David Paquette, Claire Parkinson, Jeff Portelance
- Regrets: Erin Danyliw, Councillor Bill Leduc, Councillor Gerry Montpellier, Shawn Poland, Councillor Mark Signoretti
- Guests: Pierre Seguin, Northern Development Advisor, Ontario Ministry of Northern Development and Mines
- City Officials: Meredith Armstrong, Rebecca Brooks, Kelly Bonnell, Shawna Cole, Briana Fram, Liesel Franklin, Dana Jennings, Barb McDougall, Liam McGill, Terra Posadowski, Josée Pharand, Scott Rennie, Alex Ross, Elena Zabudskaya, Melissa Zanette
- Agenda Review: No additions to the agenda.
- Conflict of Interest: Andrée Lacroix and Mike Mayhew declared a conflict with Cambrian College's project.
- Jennifer Abols and Mike Mayhew declared a conflict with CEMI.
- It was noted that Liam McGill will not participate in the Cambrian College discussion as he is a member of the Smart Mining Board of Directors.
- Adoption of Minutes: Several edits noted for change including grammatical errors.

2020 – 081 – Lisa Demmer / Joanne Gervais

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of August 19th and September 9th, 2020 be adopted.

CARRIED

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

DOWNTOWN UPDATE

Mayor Brian Bigger provided a history and update on the Downtown Taskforce. The taskforce, headed by Mayor Bigger, represents several larger organizations providing support for people in crisis in the downtown area including, but not limited to, the Greater Sudbury Police Services, Greater Sudbury Public Health, local Indigenous health centres and the Downtown BIA. The issues faced in the current population are complex, ranging from addiction to homelessness and while most existing services focus on one specialized area (e.g. mental health), a comprehensive plan is needed.

A particular challenge faced is building trust amongst community members and care givers to facilitate vulnerable people accepting help and treatment. Conflicting information has created issues and it is the hope of the taskforce to provide clear, correct information regarding areas of concern in order to educate the general public and focus efforts. The programs presently offered are provincially directed; as a municipality, it affects local businesses and population and accordingly, a local solution is required.

Further complicating the issue is the COVID-19 pandemic along with the fact that establishments which previously provided shelter and resources are now restricted or closed. City Council recently passed two motions, one to direct staff to negotiate the availability of warming stations and one to investigate the possibility of utilizing transitional housing in the future. With recent violent incidences experienced in the downtown, this initiative is considered to be urgent. More information will be available as a gap-analysis is completed.

Graffiti and garbage clean-up are short-term areas actions taking place as well as increased lighting and street sweeping. Enhanced lighting in city-owned parks, trails and laneways are also to be addressed.

It was noted that with the recent passing of Greater Sudbury native Alex Trebek, many media outlets have been reaching out to highlight the community and there is a strong call to rename a building such as the main library branch after Mr. Trebek. This will be discussed by City Council at a later date.

The Chair put forward the offer to assist the efforts of the Downtown Taskforce in any way possible as Board members.

REPORTS

Directors Report

A complete Directors Report was included in the agenda package. Meredith Armstrong offered several highlights including:

- The unemployment rate for November was 7.9% for Greater Sudbury, which is the seventh month in a row in which Sudbury trends below national and provincial average by several points. The participation rate for October 2020 was 61.1%, down 2.2% from last year.

- The Regional Business Centre has experienced a 30% increase in inquiries as compared to this time last year. This speaks to the interest in moving ahead with entrepreneurship efforts, despite the pandemic and resulting restrictions.
- Greater Sudbury has been highlighted as one of the top ten communities least impacted markets in Canada for hotel occupancy and revenue measurement as of July 2020.
- Dr. Nadia Mykytczuk, Lead for the Centre for Mine Waste Biotechnology, recently updated staff that an internal team has been established in addition to securing an external firm, Stiletto Consulting Group, to do the work of the scoping study which was supported by the GSDC. The study is set to begin this month with a report expected to the Board in spring of 2021.
- Recently staff received a letter from the NOHFC stating that the application to support the Downtown Incubator project has been declined. Staff is now working on an appeal as well as a potential request to the C.E.D. Committee in November. Both the Board and City Council have indicated support for the project and as such, staff is exploring multiple avenues to move the project forward.

A request was made to review the provided immigration statistics to ensure accuracy as they appear to be low on the provided report.

Economic Recovery Committee Update

Co-chair Claire Parkinson provided an update on the activities of the Economic Recovery Committee (ERC). The committee will meet next week to review the draft action plan and associated feedback. It will then be presented to the GSDC Board in December. It was noted that the action plan includes several significant action items with regards to Downtown Sudbury.

Policy Review Committee Update

Meredith updated the Board on the activities on behalf of the Policy Review Committee. A draft Terms of Reference has been outlined, along with a preliminary workplan. Staff of the City's Legal Department has also been consulted. The draft Terms of Reference will be presented for approval to the Board in December with the intention of tying their efforts into the overall work of the GSDC in assuring inclusiveness and diversity are addressed in policies going forward.

C.E.D. Report – October 30th

The Chair and Liam McGill were temporarily removed from the meeting due to conflict of interest. Peter Nykilchuk assumed the Chair.

Co-Chair Lisa Demmer provided a financial update before providing an update on the October 30th C.E.D. Committee meeting.

Cambrian College presented to the C.E.D. Committee requesting support for its proposed Battery Electric Vehicle Laboratory (BEVL). This area of industry is expected to expand rapidly in the next several years. The facility would allow for training and research in the field and will be the only third-party facility of its kind in Ontario and would benefit SMEs by allowing them to access testing facilities not otherwise available. Technicians would gain firsthand experience with the technology as the lab would be integrated into Cambrian programming. Letters of support were provided by Vale, Glencore and other key organizations. Several industries would benefit from this technology and training including electric public transportation.

The requested \$250,000 would be specifically allocated to renovations of a space within Cambrian as well as the purchase of specialized equipment, contingent upon the college confirming other funding. The Industrial Research Chair position was discussed as a pivotal role within the project. The Committee is recommending that the funding be approved.

2020 – 082 - Jeff Portelance / Mike Ladyk

WHEREAS the *From The Ground Up* Community Economic Development Strategic Plan identifies Greater Sudbury becoming a global leader in mining supply and services industry; advancing one of the most integrated education and innovation ecosystems in Ontario; fostering a robust entrepreneurship ecosystems, and creating a highly skilled and creative workforce as four stated goals for achieving a vision of 10,000 new jobs by 2025; and,

WHEREAS the proposed development of a Battery Electrical Vehicle Laboratory (BEVL) at Cambrian College's Centre for Smart Mining will assist in creating three permanent positions and long-term research employment for students, as well as advancing Greater Sudbury's aspirations to be a Global leader for BEV technology in mining; and,

WHEREAS the proposed BEVL provides a clear link with the City of Greater Sudbury's vision "to be a world-class centre of excellence showcasing our expertise in mining and environmental stewardship";

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors support Cambrian College with funding in the amount of \$250,000, to be disbursed in contributions of \$125,000 per year in 2021 and 2022 from the Economic Development Fund, conditional on Cambrian College receiving all other funding as stated in the proposal; and,

THAT the funding is also conditional pending approval of City Council whereby CED funding amounts in excess of \$250,000 require the approval of the GSDC board and the authorization of Council; and,

THAT a 10% holdback of \$25,000 be enforced on the Year Two funding pending the successful completion of the BEVL and final report delivery; and,

FINALLY that the Resourceful City logo and recognition of the GSDC's contribution to the project be included in any websites, marketing collateral and/or communications regarding the project as well as visible recognition within the physical space of the BEVL when completed.

CARRIED

Ms. Lacroix and Mr. McGill rejoined the meeting and Mr. Nykilchuk vacated the Chair.

Ms. Abols and Mr. Mayhew were then removed from the meeting temporarily.

Ms. Demmer continued with the summary, outlining the history of the GSDC in funding the Centre of Excellence in Mining Innovation (CEMI). Representative from CEMI returned to the CED Committee at the October meeting with further information on their actions and deliverables. As the deliverables stated in the funding agreement were met, the committee recommends that the final installment of the multi-year commitment be released.

2020 – 083 – Joanne Gervais / Dave Paquette

WHEREAS at its meeting of January 14, 2015, the Greater Sudbury Development Corporation (GSDC) Board of Directors approved a funding request of \$1,000,000 (\$200,000 per year over five years) from the Centre of Excellence in Mining and Innovation (CEMI) for their Commercialization Attainment Program (CAP) as part of the Underground Deep Mining Network (UDMN) Program; and,

WHEREAS City Council subsequently approved the CAP funding on April 14, 2015 (Council Resolution CC2015-115) as per the agreed terms of partnership between the GSDC and City Council for projects with funding requests exceeding \$250,000; and,

WHEREAS CEMI has previously submitted to the satisfaction of the GSDC Board required annual reports for years one to four (2015-2018) resulting in total disbursements to date of \$800,000; and,

WHEREAS CEMI has reported back on the deliverables of CAP for the fifth and final year as outlined in the funding agreement to the satisfaction of the CED Review Committee;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors support a final year five funding request from CEMI for CAP in the amount \$200,000.

CARRIED

Ms. Abols and Mr. Mayhew rejoined the meeting. Ms. Lacroix was temporarily removed with Peter Nykilchuk once again acting as Chair.

A final request came forward to the committee for the release of the holdback for the Cambrian College Passive Heap Leaching project. All deliverables were met to satisfaction and a final report submitted. As such, release of the final funding was recommended.

2020 – 084 - Lisa Demmer / Jennifer Abols

WHEREAS Cambrian College is a post secondary institution in the City of Greater Sudbury and has operated it's applied research arm, including the Glencore Centre for Innovation since 2012; and

WHEREAS on October 14th, 2015, the GSDC Board passed a motion for \$25,000 to support Cambrian Innovates in order for them to carry out their Passive Heap Leaching Pilot project that focused on bioleaching in the mining industry; and

WHEREAS a final report was received and the deliverables outlined were reached and other successful outcomes were also realized, allow the project to be linked to Council's vision "to be a world-class centre of excellence showcasing our expertise in mining and environmental stewardship...";

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board of Directors release the holdback funding to Cambrian College in the amount of \$2,500 from the Economic Development Fund

CARRIED

Ms. Lacroix rejoined the meeting.

Tourism
Development
Committee Update:

Peter Nykilchuk provided an update on the activities of the Tourism Development Committee (TDC). The TDC met on October 20 to discuss the Tourism Development Fund (TDF) but also met on November 4 to review the draft 2021 work-plan. Due to the impact of COVID – 19, the committee considered the re-prioritization of several items, in particular, items related to holding meetings and events and redirecting those efforts into investments in attraction of leisure visitors (local/regional only until safe to do otherwise). It is anticipated that the final draft of the work-plan be presented to the Board in January 2021.

The committee also received an application to the TDF from Science North to support the marketing of the Pumpkinferno Halloween event. The timing of the application was precarious as rules surrounding COVID are continually changing. The original request was for \$30,000, however, due to the timing of the application and the allotment of the funds, the committee agreed that though support of the project was justifiable, the full amount requested was not a feasible request in terms of expected deliverables and return on investment.

The recommendation presented by the committee is a reduced amount, based on a reimbursement approach, upon proof of purchase of marketing tools, supplies and resources. It was agreed that, due to the short timelines, the final report would likely outline all purchases and as such, the customary holdback is still applicable even based on reimbursement model.

2020 – 085 – Peter Nykilchuk / Claire Parkinson

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 Science North has a strong reputation for completing successful projects; and

WHEREAS the development and expansion of shoulder season visitor attractions is a key opportunity for Greater Sudbury; and

THEREFORE BE IT RESOLVED that the Board of the Greater Sudbury Development Corporation (GSDC) support Science North with a contribution up to \$10,000 from the 2020 Tourism Development Fund to assist with marketing and promotional expenses associated with Halloween events at Dynamic Earth; and

THAT the proponent be required to provide information including eligible incurred costs related to marketing and promotion of the Halloween events at Dynamic Earth in 2020 for review by Economic Development staff prior to disbursement of funds; and

FURTHER, that the release of funds be contingent upon receiving a final report from Science North to be reviewed and recommended by Economic Development staff and the Tourism Development Committee, and approved by the GSDC Board regarding:

Event results/economic impact as it relates to:

- Attendance results (local vs out of town, postal code tracking and demographics of visitors)
- Offers redemption with accommodation partners
- Hotel occupancy
- Visitor spending
- Summary of the marketing and promotion initiatives before, during and after the event, and investment/results related to:
- Targeted marketing, on multiple digital channels, to both local and out of town visitors
- completion of two videos, and
- Reporting of estimated and actual impressions/reach, engagement, and conversion, where applicable; and

FINALLY, that Science North acknowledges the funding support relating to the Project, in writing or through use of the Resourceful City logo on Project related promotional and advertising materials including websites.

CARRIED

The application process was discussed by the committee and proposed process improvements will be implemented for future applications.

Proposed Changes
A&C Grant Program: Business Development Officer Alex Ross provided a presentation outlining proposed temporary and permanent changes to the A&C Grant Program in addition to a detailed staff report provided in the agenda package.

Permanent changes suggested include the inclusion of Conflict of Interest language in the Guidelines, increased clarity surrounding the requirement for a signed board motion supporting the application and inclusion of specific requirements in the guidelines in regards to competitive bidding and proof of quotes for proposed equipment purchases.

Temporary changes due to COVID-19 included the support of the GSDC by way of flexibility in the 2021 grant application process and possible renewal of funding for Operating Grants based on 2020 contribution amounts with a staff review rather than a full jury adjudication.

Two options were presented, one to maintain status quo and one to implement changes, and based on feedback from board members, the option of implementing suggested changes was adopted. It was noted that the amount of funding to the A&C Grant Fund is subject to municipal budget deliberations.

As several members left the meeting at this time, it was agreed that the motion be moved and seconded during the meeting and carried via email confirmation following the meeting.

2020 - 086 – Joanne Gervais / Lisa Demmer

WHEREAS the provision of municipal arts and culture grants supports continued operations and potential growth in Greater Sudbury's local arts and cultural communities; and

WHEREAS the Greater Sudbury Development Corporation Board of Directors provides oversight for the Greater Sudbury Arts & Culture Grant Program, with involvement from the Operating and Project Juries as per the Arts & Culture Grant Program Guidelines; and

WHEREAS staff has consulted other funders to review best practices and examined feedback from proponents and Jury members for the purpose of updating the current Guidelines for

2021, including temporary suggested changes due to COVID-19;

THEREFORE BE IT RESOLVED that the GSDC board accept and endorse the temporary guideline changes due to COVID-19 as recommended in the staff report updated as of November 2nd, 2020, which includes suspending the 2021 operating grant jury process and replacing with staff review and board approval, streamlining the 2021 operating application process, temporarily closing the operating stream to new applicants in 2021, and including COVID-19 specific questions for both project and operating applicants; and

FURTHER, that the GSDC Board approve the permanent updates to the Arts & Culture Grant Program Guidelines as recommended in the staff report dated November 2nd, 2020, to be implemented for the 2021 Arts & Culture Grant Program intake and future years.

CARRIED

Other Business: Congratulations was extended to board members for their flexibility in uncertain times.

No further business at this time.

Adjourned 1:44

Next meeting December 9th, 2020

Andrée Lacroix

Chair

Meredith Armstrong

Secretary