



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 February 10th, 2020
Conference Call
at 11:30 a.m.

1. 11:30 Declaration of Conflict of Interest
2. Adoption of the Regular Minutes of December 9th, 2020
3. **PRESENTATIONS**
Employment Lands Strategy :
*Kris Longston, Manager, Community & Strategic Planning and
Liam McGill, Manager, Investment and Business Development*
4. **REPORTS:**
 - i. Directors Report – *to follow*
 - ii. Economic Recovery Committee Update
 - iii. December 17th C.E.D. Report
5. Tourism Development Committee
 - i. Tourism Development Committee Update
6. Other Business
 - Diversity and Allyship Training Dates
 - Airport Board Update – March 2021
7. Move to a Closed Session
8. Adjournment

Next Meeting: March 10th, 2021

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

Via Videoconference

Wednesday, February 10th, 2021

Commencement: 11:33 a.m.

Chair: **ANDRÉE LACROIX IN THE CHAIR**

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

Regrets: 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

Guests: Kris Longston, Manager of Community and Strategic Planning
Pierre Seguin, Ministry of Energy, Northern Development and Mines
Anik Perrieault, Ministry of Energy, Northern Development and

Agenda Review: No additions to the agenda.

Conflict of Interest: Andree Lacroix and Shawn Poland both declared a conflict with Cambrian College related content.

Adoption of Minutes: **2021 – 005 – Mayor Brian Bigger / Anthony Lawley**

That the minutes of the Greater Sudbury Development Corporation Board of Directors Regular meeting of December 9th, 2020 be adopted.

CARRIED

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

PRESENTATION Employment Lands Strategy

*Kris Longston, Manager Community and Strategic Planning and
Liam McGill, Manager of Investment and Business Development*

The GSDC Board received a presentation regarding the Employment Lands Strategy initiative. Mr. Longston and Mr. McGill discussed scope, deliverables, consultation, impact of COVID-19, population and employment projections and next steps.

Questions regarding employment trends, zoning process improvements and timelines for bylaw approvals were further clarified.

Results of the study are going to be communicated through the City's online Over to You Platform, regular reports to stakeholders including the GSDC, discussion through the Development Liaison Development Committee (DLAC) and updates to City Council. Further suggestions are welcome.

REPORTS *Directors Report*

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

- Unemployment rates for Greater Sudbury (7.9%) continue to trend lower than the national and provincial averages (9.7%).
- GSDC Board members were reminded of the Broadband Speed Test campaign with encouragement to share with their networks to drive participation in order to gather as much data as possible.
- The City is beginning 2021 budget discussions this week.
- Alex Ross has accepted the role of Business Development Officer of Human Capital as of February 1, 2021. Alex will be assisting with Workforce Development which includes the Rural and Northern Immigration Pilot Project (RNIP).

Information regarding the speed test campaign is currently provided in both languages, however, the link sending participants to an English website has been brought forward to the third party provider.

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 – January 29th

Co-chair Lisa Demmer reported on the activities of the C.E.D. Committee which received two presentations at their January meeting.

Information was provided outlining the current status of the Downtown Business Incubator project. Recent funding challenges and their impact on the project scope and timelines were examined. Though the committee agreed continued support of the project, however, it was decided that more information is needed and as such, the distributed motion will be deferred. More information will be provided with a continued discussion at the February C.E.D. meeting.

Following the Downtown Business Incubator, the committee reviewed the Workforce & Immigration project, which includes support for the Rural and Northern Immigration Pilot Project (RNIP). Based on the potential of the project to significantly improve regional capacity and competitiveness of Greater Sudbury and equip employers to address labour shortages, the committee recommends support of \$80,000 in year 2 and \$50,000 in year 3 of the project.

2020 – 007 – Jeff Portelance / Lisa Demmer

WHEREAS workforce challenges have been identified as the single most important obstacle to business growth in the region's economy; and

WHEREAS the goals of the Workforce & Immigration Program are to significantly improve regional capacity and competitiveness and to equip local companies to identify and address their own labour shortages in order to grow their businesses; and

WHEREAS the Rural & Northern Immigration Pilot is a crucial component of this program to help meet local labour market needs and support regional economic development which has achieved success in its first year of implementation, as reviewed and endorsed by the Community Economic Development (CED) Committee of the Greater Sudbury Development Corporation (GSDC);

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Community Development Corporation approves a carry-over of unused funds approved by the GSDC Board in 2020 to 2021, and approves an internal request of \$80,000 for Year 2 and \$50,000 for Year 3 of this initiative, and

FURTHER that the GSDC Board requests that Economic Development staff continue to report back on the progress of the project as well as the status of other funding applications including FedNor.

CARRIED

Tourism
Development
Committee Update:

Business Development Officer Dana Jennings provided a report on the activities of the Tourism Development Committee (TDC) in 2020. Despite significant challenges posed by COVID – 19, Ms. Jennings outlined several initiatives achieved such as virtual conferences, collaborations with Sportlink and the launch of the Tourism Development Fund.

Key goals of the 2021 TDC workplan were presented including investment, destination and product development, marketing and promotions and finally workforce and ambassadorship.

Budget figures were supplied including 2020 rates and 2021 projections, along with key performance indicators (KPI).

2021 –008 – Erin Danyliw / Shawn Poland

WHEREAS The Tourism Development Committee has prepared and presented the 2020 Annual Report and the 2021 Work Plan and Budget to the Greater Sudbury Development Corporation (GSDC) Board; and

WHEREAS the GSDC is required to submit annual reporting on the plans and investments made to the City of Greater Sudbury as outlined in Section 17 of the MAT operating agreement, dated April 9, 2019;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board provide its endorsement of the 2021 Work Plan and Budget and direct staff to present the reports to the City Treasurer.

CARRIED

Other Business:

Cross-cultural training

Board members were reminded that cross-cultural training dates are in the process of being scheduled. Several options will be provided, however, attendance is only required for one session. More information will follow as it becomes available.

City of Greater Sudbury Airport Update

With COVID heavily impacting operations at the Greater Sudbury Airport, it was agreed that it would be prudent to open discussion with representatives from the airport to arrange a presentation to the GSDC in the near future.

GSDC 2021 Nominations

As the 2021 Nominations process is set to begin in March, a call for volunteers was put to all board members.

2020 – 009 – Joanne Gervais / Claire Parkinson

WHEREAS the Operating Agreement now in place between the Greater Sudbury Development Corporation (GSDC) and the City of Greater Sudbury directs the GSDC Board of Directors to establish a Nominations Committee in order to “identify and interview potential board member candidates based on skill set and suitability to the CGSCDC’s strategic direction”; and

WHEREAS the a formal review of the Nominations policies and procedures is to take place in conjunction with the GSDC Policy Review Committee in order to reflect the GSDC Board’s commitment to diversity and inclusion; and,

WHEREAS the 2021 nominations process will begin in February, requiring the assembly of a Nominations Committee;

THEREFORE BE IT RESOLVED that the following members of the GSDC Board of Directors will act as the 2021 Nominations Committee, fulfilling all requirements within:

1. _____ Lisa Demmer _____
2. _____ Andrée Lacroix _____
3. _____ Jeff Portelance _____
4. _____ Councillor Mark Signoretti _____
5. _____ Erin Danyliw _____
6. _____ Shawn Poland _____

CARRIED

2020 – 010 – Erin Danyliw / Shawn Poland

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

CARRIED

Adjourned 1:39

Next meeting March 10th, 2021

A. Lacroix

Chair

M. Armstrong

Secretary