

ANNUAL GENERAL MEETING OF 'DOWNTOWN SUDBURY' (BIA)

School of Architecture

Wednesday, February 26, 2014

THE ANNUAL GENERAL MEETING OF THE BOARD HELD AT 5:30 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

J. Chevrier, D. Brouse, A. Lenardich, B. McCullagh, N. Bertolo McAloney

REGRETS

P. Thurston, S. Vincent, J. Browning, F. Belli

ALSO PRESENT

Staff: M. Luoma, Executive Director
B. Kuczma, Program Co-ordinator
M. Leblanc, Member Services/Communications Officer

Guests: J. Ferrigan, Senior Planner, City of Greater Sudbury
Dr. T. Galvin, Director, Laurentian School of Architecture
Acting Inspector D. Despatie, Greater Sudbury Police Service
B. Mairs, Sudbury Downtown Indie Cinema
F. Bertrand, Bureau Group

Downtown Members & Partners

WELCOME

J. MacIntyre welcomed Guests and introduced the Board of Directors and Staff. Dr. T. Galvin then welcomed everyone to the School of Architecture.

GUESTS/PRESENTATIONS

J. MacIntyre introduced the following Guests who provided updates of their respective Downtown projects/partnerships:

- Acting Inspector D. Despatie, Greater Sudbury Police Service ... including the introduction of Sgt. Adams and the Tactical Unit that will have the downtown as their area of responsibility
- J. Ferrigan, Senior Planner, City of Greater Sudbury ... specific to an update on the Elgin Greenway Project, with an anticipated start-up in 2015
- Dr. T. Galvin, Director, School of Architecture ... including an overview of 2013 Phase One and what to look forward to with Phase Two which is expected to be an 18 month project, beginning in March
- Beth Mairs, Sudbury Downtown Indie Cinema ... with an update on this initiative and current positive discussions with the Rainbow Centre

BUSINESS PORTION

J. MacIntyre provided an overview of the Board's activities and partnerships over 2013, highlighting various programs and projects and what to look forward to in 2014 ... as outlined in the Annual Report contained in the registration package.

J. Chevrier was then introduced, as Treasurer of the Board, to provide an overview of the proposed 2014 Budget – as outlined in the Annual Report and recommended by the Board of Directors. The following resolutions were then presented:

2014 Budget

AGM-14-01 Chevrier – Lenardich

THAT the General Membership of ‘Downtown Sudbury’, at the Annual General Meeting held Wednesday, February 26, 2014, approves a 2014 Operating Budget of \$492,750;

AND FURTHER THAT the 2014 Levy Request be approved at \$457,288 – representing a 1.1% increase;

AND FURTHER THAT this reflects the program and activities of the BIA, including Marketing; Special Events; Development/Design; as presented by the Board of Directors.

CARRIED

Chargeback Reserve

AGM-14-02 Chevrier – McCullagh

THAT the General Membership of ‘Downtown Sudbury’ approves maintaining the Chargeback Reserve for 2014, established for the purpose of covering any loss of revenue as a result of loss of assessment.

CARRIED

Special Project Reserve

AGM-14-03 Chevrier – McCullagh

THAT the General Membership of ‘Downtown Sudbury’ approves maintaining the Reserve Fund, established in preparation of specific Major Projects in the Downtown.

CARRIED

BRANDING LAUNCH

J. MacIntyre advised those present of the steps the Board has taken, as a result of member and customer input, in an effort to get the message out on how our downtown has changed and is continuing to change.

One of these steps included the hiring of a ‘Member Services/Communications Officer’ to strengthen Downtown Sudbury’s social media presence and to assist Members in that area. Maggie Leblanc was introduced and offered her assistance to those with any questions related to facebook, etc. and how they might benefit from its use.

J. MacIntyre then elaborated on the importance of messaging ... the what, how, when, etc. ... and image.

F. Bertrand, Bureau Group (and a BIA Member) was then introduced to outline and present the new brand for ‘Downtown Sudbury’, who noted that the concept behind the new rebrand revolves around showing the community and visitors downtown as a desirable destination with unique offerings.

CLOSING REMARKS

J. MacIntyre thanked the Presenters, Members and Guests for attending and noted that the Board is looking forward to a very positive and exciting 2014.

Guests were invited to join in a tour of the School (thanks to Dr. Galvin), enjoy the music of the Hugh Jazz Duo and some refreshments from Respect Is Burning Supperclub.

ADJOURNMENT

There being no further matters to discuss at this time, this meeting adjourned at 7:15 p.m.