

## **28<sup>th</sup> MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'**

Thursday, March 8, 2018, Vianet Board Room

### **A REGULAR MEETING OF THE BOARD HELD AT 4:00 P.M.**

#### **J. MACINTYRE IN THE CHAIR.**

#### **PRESENT**

B. McCullagh, K. Maclsaac, A. Gilmore, B. Deisinger, A. Vardy

#### **ALSO PRESENT**

M. Luoma Executive Director

#### **REGRETS**

S. Vincent, J. Browning, F. Cormier

### **PART ONE – CONSENT AGENDA**

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#### **DECLARATIONS OF CONFLICT** - None declared.

#### **C-1 APPROVAL OF MINUTES - BOARD OF DIRECTORS**

##### **18-162 McCullagh-Gilmore**

**THAT** Item C-1, contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

**CARRIED**

##### **18-163 McCullagh-Deisinger**

**THAT** the minutes of the 27<sup>th</sup> Meeting (February 1, 2018) and the Annual General Meeting (February 22, 2018), as duplicated and circulated, be hereby accepted.

**CARRIED**

### **PART TWO – REGULAR AGENDA**

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#### **R-1 CHAIR'S REPORT**

Following a brief update on the recent Annual General Meeting and the Event Centre project, including noting that the next schedule Public Hearings of the Planning Meeting on this project (and the Casino) specific to rezoning, have been scheduled for March 26, 28 and 29, Directors agreed to move 'In Camera' (at 4:20 p.m.) to discuss a legal matter. Directors resumed the public portion of the meeting at 4:50 and the Chair reported that there was no resolution or action emanating from that discussion.

#### **R-2 EXECUTIVE DIRECTOR'S REPORT**

##### **18-164 McCullagh-Gilmore**

**That the** Executive Directors Report (February 2018), as duplicated and circulated, be hereby accepted.

**CARRIED**

#### **R-3 EVENTS**

##### ***Up Here Festival 2018 Sponsorship***

The 2018 request was previously circulated. Clarification was provided on the 'ask' and it was further noted that, while the 2017 Sponsorship was \$7,500, it was the intent to revisit this year. The following resolution was presented:

##### **18-165 McCullagh-Deisinger**

**WHEREAS** the Up Here Festival, now in its 4<sup>th</sup> year, has quickly become a recognized festival across the country;  
**AND WHEREAS** the Festival continues to grow and strengthen both the performing and visual arts components and related venues throughout the downtown;  
**BE IT THEREFORE RESOLVED THAT** the Board supports a 2018 Sponsorship in the amount of \$12,500.  
**CARRIED**

### ***Ribfest***

**Site** ... M. Luoma provided an update on this year's event logistics including the need to relocate (due to the Place des Arts construction) and the resulting impacts and challenges that presents. A number of potential site options were presented and discussed – noting that these were very preliminary. Directors were also advised that the Red Cross, event partners since the inception with the specific role of Volunteer Co-ordination, are no longer able to participate due to organizational changes.

Further to a lengthy discussion, the following direction was provided to staff:

1. **Site option preference** ... Memorial Park, laneway, Minto Street area  
**Action/Next Steps** ... Staff will now develop the logistical details, including required approvals, layout, etc. Further details to be presented at the April meeting.
2. **Charity partner** ... recommendation – YMCA  
**Action/Next Steps** ... Confirmation that the YMCA is interested and available.

**2017 Charitable Donation** ... M. Luoma provided an overview of the 2017 financial results. Further to discussion, the following resolution was presented:

### **18-166 McCullagh-Gilmore**

**WHEREAS** the on-site operations of the 10<sup>th</sup> Annual Downtown Sudbury Ribfest was made possible through Volunteers;  
**AND WHEREAS** the Canadian Red Cross has been very supportive and an integral partner in this event from the inception, increasing their roles and responsibilities with the Volunteer scheduling and related needs;  
**BE IT THEREFORE RESOLVED THAT** the Board approves a 2017 donation of \$10,000 to the Canadian Red Cross, Sudbury operation.  
**CARRIED**

### ***Taste of Downtown***

M. Luoma provided an overview of a potential new event that would feature/focus on the downtown restaurants, noting that a preliminary meeting has been held with a few members to determine interest, logistics, etc. It was noted that some of the current ideas include:

- 'Passport' concept .. to drive people to the restaurants
- Prize opportunities for both participating public and restaurants
- Potential to include a 'Downtown Art Crawl', pop-up music, retail specials/sidewalk sale
- Opportunity for Charity involvement
- 'best practices' from other communities – ie Kelowna
- Potential for growth – but – this year beginning as a one-day event (Saturday) ie 11am – 4pm – possibly September (while outdoor patios are still open) – no date has been confirmed as yet

Discussion followed and support in principle received to continue to pursue this idea – perhaps including an evening opportunity ie after the dinner rush (8pm – 11pm).

Next steps ... A meeting will be held over the next few weeks inviting all restaurants to determine level of interest in order to proceed. Further report (including potential budget) at next meeting.

### **PROCEED PAST**

### **18-167 Deisinger-McCullagh**

THAT we proceed past 5:30 p.m.

**CARRIED**

#### **R-4 OTHER/NEW BUSINESS**

**'Win This Space 2018'** ... This initiative was launched at the AGM, followed by the website, social media and partner media campaigns beginning. To date, there have been a number of inquiries but no formal submissions – which is not surprising as the registration deadline is Thursday, March 29<sup>th</sup>. **Footnote** – since this Board meeting an additional Prize Sponsor has been confirmed (FCR), bring the prize package to over \$49,000.

**'Coffee with a Cop'** ... This was also announced at the AGM and information previously circulated in the Board Agenda package. The first 'chat' is scheduled for Tuesday, March 13<sup>th</sup> – 8:30 a.m. – Kuppajo Coffee Shop.

**Full Sidewalk Patio** ... M. Luoma provided an overview of the current 'full sidewalk' patio program, now entering its 5<sup>th</sup> year, and some concerns that have been raised specific to increased costs. It was noted that Councillor Cormier and the ED are working with City Staff on a potential solution. Should anything specific be required from the Board, a separate email will be circulated.

**Bell Business Excellence Awards** ... Hosted by the Chamber of Commerce and scheduled for Tuesday, May 15<sup>th</sup>, Caruso Club, 5pm – 8:30pm. It was noted that there are a number of downtown members that have been nominated for Awards. It was agreed that the Board purchase a table (8) in the amount of \$840.00 to attend.

**School of Architecture Canadian Architectural Certification Board Reception** ... Monday, March 12<sup>th</sup> – 5pm-6:30pm at the School. Information was previously circulated. The ED and Chair will be attending.

**Board Vacancy** ... A. Gilmore advised that, with the closing of the 'Open Studio' at the end of May, she will be stepping down from the Board. Directors thanked Ms Gilmore for her time and input during her term on the Board.

Directors then agreed that, as there are now two vacancies on the Board, a Nominating Committee (Executive Committee) be established to recruit and interview some potential Directors with a recommendation to the April Board meeting, followed by submission to City Council for confirmation – noting that those persons must fill the required qualifications included: to be an owner, operator, partner, officer, director or employee of an area member.

**Place des Arts construction** ... B. Deisinger advised Directors of recent discussions she has had with K. Fowke re concerns from staff and customers specific to construction start-up (when) and what additional parking will be affected re construction equipment/vehicles. She further noted that she has been advised that a meeting is forthcoming and will include the BIA. The ED also advised of recent (and ongoing) discussion with both Place des Arts and the parking/by-law section of the City on these matters and also including the need for a communications program.

#### **NEXT MEETINGS**

Coffee with a Cop

Tuesday, March 13<sup>th</sup> – 8:30a.m. – Kuppajo

Regular Board

Thursday, April 5<sup>th</sup> – 4pm – School of Architecture Board Room

#### **ADJOURNMENT**

**18-168 McCullagh-Gilmore**

THAT we do now adjourn. Time: 6:00 pm

**CARRIED**

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Chair

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Executive Director