

10TH MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Monday, March 13, 2012

7 Cedar St., Unit 102

A REGULAR MEETING OF THE BOARD HELD AT 4:30 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

S. Vincent, J. Chevrier, P. Thurston, J. Browning, A. Lenardich, N. McAloney, F. Belli

REGRETS

D. Brouse

ALSO PRESENT

P. Baskcomb – City of Greater Sudbury, Planning

M. Luoma – Executive Director

CONSENT AGENDA

APPROVAL OF MINUTES

12-11 Belli – Chevrier

THAT Items C-1 – C-2, contained in the Consent Agenda, as duplicated and circulated, be hereby accepted.

CARRIED

C-1 Board of Directors

C-2 12-12 Chevrier – Belli

THAT the minutes of the 9th Meeting of the Board (February 13, 2012) and the Annual General Meeting (February 22, 2012), as duplicated and circulated, be hereby accepted.

CARRIED

GUEST

Paul Baskcomb, City of Greater Sudbury Planning, was present to discuss the **Downtown Master Plan** ... status update, Year One Action/Project list, role of BIA, etc.

Discussion Highlights:

- Presentation of Master Plan to City Council is scheduled for April
- Costing/Implementation Plan is expected to be presented to Council in June
- Lengthy discussion on various opportunities for BIA participation, most specifically in Year One, as it was felt that it is critical to show that this Plan will be implemented
- Following discussion, Directors unanimously agreed in principle to participating with a financial contribution ... the specifics of which will be determined as details become finalized
- Meeting of the 'Community Partners' of the Liaison Group has been scheduled ... Partners feel that it is critical to show that the community supports the Master Plan and, in fact, is already actively involved in moving projects to implementation

Further to the above discussion, the following resolution was then presented:

12-13 Chevrier – Maloney

WHEREAS Downtown Sudbury is the heart of Greater Sudbury and an important centre for government and business services, retail, arts and culture, recreation and entertainment;

AND WHEREAS the Partners in Downtown Revitalization ('Downtown Sudbury' – BIA; Downtown Village Development Corporation – DVDC; Greater Sudbury Development Corporation – GSDC and the City of Greater Sudbury), together with numerous Community Partners have developed a Vision, Strategy and Action Agenda in the form of the Downtown Master Plan;

AND WHEREAS this Master Plan will function as the blue print to guide the continued revitalization of Downtown Sudbury over the next 10 years and beyond, detailing a series of actions and initiatives to improve the downtown's level of economic, cultural and retail activity, its sense of place and its role as the urban centre for the region;

BE IT THEREFORE RESOLVED THAT 'Downtown Sudbury', as the Business Improvement Area (BIA) representing over 400 Businesses & Services and over 90 Property Owners, strongly endorses and supports the Downtown Master Plan.

CARRIED UNANIMOUSLY

REGULAR AGENDA

R-1 CHAIR'S REPORT

Board Vacancy:

The Chair requested Board discussion and direction specific to the recent resignation of D. Gainer and the resulting need to fill the vacancy.

- Copies of the notice of resignation were previously circulated, together with the options available for replacement.
- Directors were reminded that the Board may submit a name for recommendation to City Council for Council's appointment.
- Further to discussion, and based on the fact that there remains three (3) years in this term, Directors agreed to invite potential interested members to submit their name/'resume' by April 27th ... following the same requirements/criteria as set out in the by-law for the election process.
- The Executive Committee will then review submissions, interview if required, and submit a name to the full Board for recommendation.

R-2 EXECUTIVE DIRECTOR'S REPORT

Report covering activities over the month of February was previously circulated. Questions were invited and the following resolution was then presented:

12-14 Chevrier – McAloney

THAT the Executive Director's Report, dated February 2012, as duplicated and circulated, be hereby accepted.
CARRIED

R-3 PROGRAM/PROJECT UPDATES

(Update previously circulated.)

Downtown Master Plan ... previously discussed

Market Square Renewal Panel

- *J. Browning advised of regular meetings held by this Panel and progress to date, noting that there is a tight timeframe for this group to fulfill their mandate for presentation/report to Council in April.
- *Copy of 'Mission Statement' and 'Goals' were circulated for information.

Marketing/Special Events

Marketing RFP:

- *J. MacIntyre excused himself from this discussion (and the room) due to a Conflict of Interest – and did not take part in any discussion on this matter.
- *Discussion included potential/perceived 'Conflict of Interest'; methodology; process; clarification of steps to date, etc.
- *It was also noted that discussion at the Committee level continues and no decision has been made.
- *It was agreed that this process requires further clarification.
- *Further report and recommendation expected at next Board meeting.

HNIC 'Play On'

- *Organization of this event is proceeding with the National Organization in the lead.

Other

2012 Budget

- *has been submitted to Council, together with Annual Report and appropriate Resolutions, together with the request to make a brief presentation before Council ... no date has been confirmed as yet

12-15 Thurston – Browning

THAT we proceed past 6:00 p.m.

CARRIED

Boundary Expansion

- *as per the Board's direction that this be pursued this year, preliminary work has been initiated ... with the recommendation that the expanded boundaries be 'harmonized' with those within the Downtown Master Plan
- *more specifically – to include ie the area on Cedar and Larch Streets east of Paris St. ... up to the 'Bridge of Nations' ... west to the Elm/Lorne/Energy Court area

FedNor Youth Intern

- As per previous discussions, a meeting has been held with FedNor re scope and purpose of application (marketing – social media; member communications) – the next step is now preparing the draft for review.

Laneway Garbage Bins

- Further to Board direction, a meeting has been held with City Waste Management to proceed with a 'Pilot Project' for this issue, which will require member participation, and which is expected to occur this season. Further report as details are finalized.

Downtown Partnership

- Directors were advised that, further to GSDC request (as per their funding agreement with the DVDC), a review of the roles of the two Downtown Organizations is being clarified, together with funding options/opportunities.

Street Vendors

Directors were updated on the status of this ongoing issue, specific to the licensing of Food Vendors, challenges over the past few years, examples of how other communities have addressed these same concerns, etc.

It was further noted that requests have been made for a by-law amendment, specific to downtown licensing, to address these concerns, prior to this season (which begins April 1st). A timeline of April has now been identified. Further updates will be provided as this moves forward.

NEXT MEETING(S)

- **April ... *DATE CHANGE ... to 3rd ... 4pm ... Police Board Room ...** Guest – Chief Frank Elsner – and – tour of the Lions Eye in the Sky cameras
- **May 7th ... 4:30pm ...** Guest – Sylvia Barnard – Cambrian College President (tbc)
- **June 4th ... 4:30pm ...** Guest – Karen Tait-Peacock – Art Gallery of Sudbury

ADJOURNMENT

12-16 Chevrier – McAloney

THAT we do now adjourn. Time: 6:30pm

CARRIED

Chair

Executive Director