

**21<sup>st</sup> MEETING OF THE BOARD OF 'DOWNTOWN SUDBURY'**

Monday, May 6, 2013

Board Room, 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, P. Thurston, J. Chevrier, J. Browning, A. Lenardich, B. McCullagh, F. Belli

**ALSO PRESENT**

M. Luoma – Executive Director

Guests – N. Taus, F. Chartrand (Bureau)

S. Thompson – DVDC

**REGRETS**

N. McAloney, D. Brouse

**GUESTS**

Further to discussion at the last Board meeting, J. MacIntyre introduced **Nico Taus and Frank Chartrand – Bureau** – who provided an overview of their Firm and how they may be of assistance to the Board in the development of a Marketing Strategy – more specifically branding, image, message, etc. Discussion included the potential need, pending the outcome of the Downtown Partnership discussions, to create an overall brand for use by the BIA and its associate organizations.

Following discussion, the Guests departed at 5:15 p.m.

**Marketing - Process**

Following a lengthy discussion on the process to be followed, it was agreed that an RFP be issued to Downtown Marketing Firms, with a focus on the 'rebranding' of Downtown Sudbury. The following resolution was then passed:

**13-78 Thurston – Vincent**

**THAT** 'Downtown Sudbury' re-write and re-issue the RFP entitled 'Downtown Sudbury Marketing – 2012 Campaign' in the light of: a) pending changes in our relationship with DVDC, and b) the elapsed time since we received responses to the 2012 Marketing RFP in early 2012;

**AND FURTHER THAT** the BIA work together with the DVDC in re-writing the RFP.

**CARRIED**

Further to the above, a meeting of the Executives of both the BIA and DVDC was scheduled to review this project.

**PART ONE - CONSENT AGENDA**

**DECLARATIONS OF CONFLICT**

None declared.

**APPROVAL OF MINUTES**

**13-79 Chevrier - McCullagh**

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

**CARRIED**

**C-1 Board of Directors**

**13-80 McCullagh - Browning**

THAT the minutes of the 20<sup>th</sup> Meeting (April 4, 2013) as duplicated and circulated, be hereby accepted.

**CARRIED**

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**PART TWO - REGULAR AGENDA**

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**R-1 CHAIR'S REPORT**

J. MacIntyre provided a brief report on the recent OBIAA Conference attended by a number of Directors ... key sessions, presentation of Lifetime Achievement Award to the Executive Director. Further discussion on 'takeaway' ideas will be discussed later in the agenda.

The Chair also advised of recent meeting with the DVDC re Partnership Review and that further discussion will be held with the full Executive Committee, followed by discussion at the Board level.

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

TABLED

**R-3 TREASURER'S REPORT**

**2013 Budget**

J. Chevrier requested and received clarification from the Board that the inflationary rate of 2.9% used in the 2013 Budget applied to Staff salaries.

**2012 Financial Statements**

Statements were previously circulated. The following resolution was then presented:

**13-81 Vincent – McCullagh**

THAT the 2012 Financial Statements for 'Downtown Sudbury', dated December 31, 2012, as prepared by the Auditors PricewaterhouseCoopers and previously circulated be hereby approved.

**CARRIED**

**R-4 PROGRAM/PROJECT UPDATES**

***Downtown Partnership Review*** ... previously discussed

***Elgin Greenway*** ... An Open House is scheduled for Thursday, May 9, 2013 ... 6-9pm ... at Tom Davies Square Foyer. The Consultant will present the Draft Concept at 6:15 p.m.

***Elm St. Project*** ... City Council has approved a two-year extension of the Pilot Project for parking on Elm Street. A meeting will be held of the work group (City, BIA, DVDC) to finalize implementation details.

**R-5 OTHER**

***OBIAA Annual Conference ... some discussion 'highlights'***

***\*'8 – 80s' Speaker*** ... A very inspirational speaker with the potential of inviting him to Sudbury, with a 'bundled' package ie additional sponsors/partners, keynote speaker, workshops, etc.

***\*Orillia Arts Project*** ... J. Browning reported on this session as one that could be implemented here potentially in partnership with the Rainbow School Board ie shops would construct, art department would 'finish'. She also advised that the Orillia contact would be interested in coming to make a presentation ('how to') ... to members and potential partners. Member agreed that this would be appropriate and asked J. Browning to follow up as to potential dates over the next couple of months – at a cost of \$500 - \$700. Project details would then be developed – for 2014 implementation.

**\*Bike Paths, etc ...** S. Vincent reported on a session that discussed the importance of getting people on bicycles, designated bike paths, etc. , as well as the opportunity of partnering with ie Rainbow Routes to develop a 'Tour de Sudbury'

**\*Radio History Project ...** J. MacIntyre reported on a group that travels the country producing live Radio shows that depict the community's history (through CBC). Preliminary contact has been made re the possibility of this project visiting Downtown Sudbury (and was met with strong interest – to be followed up).

**\*Graffiti Removal System ...** J. MacIntyre reported on this system ... a machine that could be purchased and then made available to members. Preliminary discussion with the company has indicated that they would be interested in providing a demonstration to the Board.

***Mayor's State of the City Address***

Thursday, June 20<sup>th</sup> ... Radisson – 12noon – 2pm ... \$60/person or \$480/table (8)

It was agreed that there be a BIA presence and Directors were asked to check their availability.

**NEXT MEETING**

- **REGULAR BOARD ... MONDAY, JUNE 3<sup>RD</sup> ... 4:30 P.M.**

**ADJOURNMENT**

**13-82 Chevrier – McCullagh**

**THAT** we do now adjourn. Time: 6:30p.m.

**CARRIED**

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Chair

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Executive Director