

32nd MEETING OF THE BOARD OF DIRECTORS OF 'DOWNTOWN SUDBURY'

Monday, September 8, 2014

Board Room, 7 Cedar St., Unit 102

A REGULAR MEETING OF THE BOARD HELD AT 3:30 P.M.

J. MACINTYRE IN THE CHAIR.

PRESENT

P.Thurston, D. Brouse, A. Lenardich, B. McCullagh

REGRETS

J. Chevrier, S. Vincent, J. Browning

ALSO PRESENT

M. Luoma Executive Director

PART ONE – CONSENT AGENDA

DECLARATIONS OF CONFLICT

None declared.

APPROVAL OF MINUTES

14-153 McCullagh - Lenardich

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

CARRIED

C-1 BOARD OF DIRECTORS

14-154 McCullagh - Lenardich

THAT the Board minutes of the 31st Meeting (June 2, 2014), as duplicated and circulated be hereby accepted.

CARRIED

PART TWO – REGULAR AGENDA

R-1 EXECUTIVE DIRECTOR'S REPORT

M. Luoma provided highlights from the summer activities and the following resolution was then presented:

14-155 McCullagh - Lenardich

THAT the Executive Director's Report (June - August 2014), as duplicated and circulated, be hereby accepted.

CARRIED

R-2 CHAIR'S REPORT

J. MacIntyre provided the following overview/updates:

Northern Life Publication

*original intent was a 24 page publication ... due to member support, this evolved to a 40 page publication

*very positive feedback has been received from both members and the general public

*email from one member outlining concerns specific to the Chair's comments was read for information, following which Directors supported the approach and intent of the article, which was intended to reflect the changing downtown

*a meeting will now be scheduled with Northern Life to review this publication and how to develop/grow it to include more 'member content' vs ads so that it becomes a 'content based' piece

'Councillor Chats'

*the Chair clarified some concerns/misinformation that has been raised/circulated ... he is NOT the Campaign Manager for any Mayoralty Candidate but is providing marketing advice

*discussion then centered around the idea of the BIA hosting a **Mayoralty Candidates Evening** – specific to Downtown issues/matters ... further information will be circulated to the Board once developed:

- D. Brouse, B. McCullagh, P. Thurston agreed to lead this project
- M. Luoma to contact G. Labelle to assist and to act as moderator/facilitator
- date to be determined based on other known debate dates
- location ... St. Andrew's Place

R-3 UPDATES

Outdoor Patio Program

*While the Operations Committee unanimously approved the addition of two (2) extended patios to the 'Pilot Project', the proponents reconsidered and did not undertake the project this summer ... cost of construction, length of season remaining were cited as the reasons for that decision. However, it would be their intent to participate in 2015.

*Upon completion of this season, a report will be prepared by City & BIA Staff on the results of the 'Pilot Project', to be presented to the Operations Committee, and with the intent/goal of requesting this program become permanent.

Ribfest

*While the final #s, stats, feedback, etc. are currently being compiled for a final report, the following brief overview was presented:

- due to the weather (rain every day), the attendance was considerably down
- over 30,000 attended – compared to close to 50,000 in 2014
- this will then be reflected in on-site revenue
- very positive feedback continues to be received
- stats have been requested from Rib Teams, out-of-town vendors, etc. expenditures during their stay (restaurants, hotel nights, etc.)

*it is expected that a more detailed report will be available at the October meeting

Streetlights

*Directors were advised that the next phase of the new streetlighting program is underway, with installation on the Cedar St. block

R-4 OTHER

IDA Conference

*Directors held a discussion on some of the key points they took away from the IDA Ottawa Conference (see attached)

*Additional information will be prepared for potential incorporation into the 2015 budget/program deliberations

*this will then become a recommendation to the new Board

NEXT MEETING

MONDAY, OCTOBER 8TH ... 4 P.M.

ADJOURNMENT

14-156 McCullagh – Lenardich

THAT we do now adjourn. Time: 5:30 p.m.

CARRIED