**11th MEETING OF THE BOARD OF DIRECTORS OF ‘DOWNTOWN SUDBURY’ BIA**

Thursday, January 11, 2024

**A REGULAR MEETING OF THE BOARD HELD AT 9:00 A.M. - BIA Offices**

**K. MacISAAC & J. MacINTYRE IN THE CHAIR.**

**PRESENT**

B. Deisinger, D. Guillemette, E. Danyliw, G. McCausland, W. Watson, T. Balaz (virtual), D. Zulich

**REGRETS**

F. Cormier

C. Tammi

N. Labbee

**ALSO PRESENT**

K. Marcus Managing Director

M. Luoma Advisor

**PRESENTATION**

D. Zulich declared a Conflict of Interest prior to proceeding with this presentation.

Directors were then provided an overview of what a **new arena/entertainment facility** vs a retrofit might look like.

Following the presentation, Directors discussed what the role of the BIA might/could be as this discussion moves forward and agreed that E. Savage (City Project Manager) be invited to a special Board meeting to provide an update on this project. It was also agreed that this meeting be scheduled as a lunch meeting, prior to the upcoming AGM.

**PART 1 – CONSENT AGENDA**

**APPROVAL OF MINUTES**

**24-01** **Watson-Deisinger**

**THAT** the minutes of the 10th meeting of the Board of Directors of Downtown Sudbury BIA (Thursday, November 2, 2023), as circulated, be hereby accepted.

**CARRIED**

**PART 2 – REGULAR AGENDA**

**CO-CHAIRS' REPORT**

***City/BIA Work Group*** *...* Directors were advised that, further to the last Board meeting, discussions/actions have been much more positive and, further, that M. Armstrong now is the Chair of these meetings.

***November Safety Forum*** ... It was noted that some feedback received indicated a level of frustration that there was ‘nothing new’ presented at this time and no concrete ‘action’ resulted. Following some discussion, Directors agreed to focus more on the ‘Coffee with a Cop’ sessions – ie – include By-Law as a regular invite (together with the GSPS, this will provide better liaison); invite specific ‘guests’ so there is more of a ‘focus’, etc.

It was also recommended that ‘Go Give’ be invited to a special session to provide further details on the operation of the ‘Welcoming Streets’ initiative and, more specifically, the role of members.

***Toxicity Summit*** *...* Both K. MacIsaac and K. Marcus attended this. It was noted that while the 1st day included somewhat repetitive information, the 2nd day was more productive – including agreement to the need for a ‘Centre for Excellence’ that would ‘house’ all services. Directors were also advised that a list of ‘action items’, timelines, staffing requirements, etc. will be presented to Council at which time it is hoped that ‘next steps’ may be confirmed/determined.

K. MacIsaac will reach out to S. Jacques to invite to a future Board meeting to provide an update.

***College St. Underpass/Ste. Anne Road extension*** ... J. MacIntyre provided some background on this project, noting that when parking was approved for the south side of Elm St., it was indicated that parking on the north side could be considered once Ste. Anne extension was completed. He further advised that this is something that the Board should monitor and advocate on.

***OBIAA Conference*** ... Directors were provided a ‘heads up’ that this year’s conference is scheduled for Mississauga – April 28-May 1 and encouraged any Director interested in attending to advise the Managing Director by January 30th (to take advantage of early registration). The appropriate resolution will be presented at the February Board meeting.

***Member Survey*** ... J. MacIntyre advised that, while a Member Survey had been recommended to invite feedback on the Board’s programs, initiatives and priorities, after some thoughtful consideration it is suggested that this be tabled to a later date. There is a concern that accompanies such a survey that resolution of concerns raised may not be within the realm of the BIA mandate and expectations would be set that could not be accommodated. It was further recommended that time be allocated at the upcoming AGM to explain the BIA role and mandate and ‘educate’ members on what the BIA can/cannot do, etc. Directors agreed.

**2024 PROGRAM/BUDGET**

K. MacIsaac reviewed previous Board discussions, correspondence forwarded to the Mayor and recommended that the 2024 Program/Budget needs to reflect doable and achievable items, ie:

* Overhead lights, Marquis sign
* Continue development of the patio program (review, removal of barriers, etc.)
* Instead of Memorial Park stage area – work with the Refettorio and their new stage
* Vendor/market stalls ... instead of this major expenditure at this time, work on a better tent system for events
* Event parking through HotSpot for Wolves/Five games, etc. ... both before and after opportunities ... as well as consider including Sudbury Transit
* Directional signage with steps (ie 1000 steps to the Arena)
* (re)activation of Memorial Park ... chess/games tables, spash pad ... development of basketball courts
* Continue with existing programs ... Clean Up program, Welcoming Streets start up, etc

Directors were updated on discussions to date on the basketball court initiative noting that there is a great deal of discussion yet to be had.

***Timeline, approval requirements:***

1. Directors agreed to direct staff to prepare a budget/program outline based on the above, with a $630,000 operating budget – for review and approval at the February Board meeting
2. Member approval ... AGM – Thursday, February 29, Place des Arts (tbc)
3. Council approval ... March

M. Luoma also took this opportunity to provide an overview of the status and purpose of the various Reserve Funds (as at Audit year end 2022) and further that the Board continues to take advantage of various term deposits.

**OFFICE RELOCATION**

Further to previous Board discussions and the report prepared and circulated by the Managing Director, Directors weighed the pros and cons of the various options surrounding office relocation vs developing an ‘enhanced’ 0 Vacancy program.

Further to discussion, the following resolution was presented:

**24-02** **Deisinger-Zulich**

**WHEREAS** the priority of the Board and Staff should be on business/retail recruitment and advocacy at this time

**BE IT THEREFORE RESOLVED THAT** Directors support remaining in the existing office location for the balance of this term.

**CARRIED**

Further steps/direction resulting from the above discussion:

* Staff to renegotiate the continuance of the office lease
* Staff to initiate the possibilities, costs, etc to ‘rework’ the existing office layout (D. Guillemette offered assistance)
* Board meetings can be held elsewhere (T. Balaz offered the NLFB Board room)
* Clarification also provided that the ‘0 Vacancy’ program will continue and that a ‘rework’ of the ‘Win this Space’ initiative will be undertaken, thereby addressing the goal of the Board to ‘fill spaces and attract new business’.

**MANAGING DIRECTOR’S REPORT**

**24-03** **Danyliw-MacIntyre**

**THAT** the Managing Director’s Report for the months of November and December 2023, as circulated, be hereby accepted.

**CARRIED**

Directors were reminded that K. Kotila’s last day with DTS was January 10th and were introduced to the two newest members of the Team (one as per NOHFC funding approved, the other pending formal approval).

The Managing Director also highlighted various partnerships currently under discussion, including with the SWSE. Further discussion led to direction to staff to investigate the opportunities to sponsor a DTS ‘Box’ and the potential opportunities that would generate for marketing, giveaways, etc. Details to be circulated to Directors once acquired (if prior to the February Board meeting).

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**NEXT MEETING(S)/IMPORTANT DATES**

* **Special Board Meeting** with E. Savage re Arena Project update ... date tbc
* **Regular Board Meeting** Thursday, February 1st ... 9am ... location tbc
* **Annual General Meeting** Thursday, February 29th ... Place des Arts (tbc)

**ADJOURNMENT**

There being no further matters to discuss at this time, this meeting adjourned at 10:30 a.m.