**14TH MEETING OF THE BOARD OF DIRECTORS OF ‘DOWNTOWN SUDBURY’ BIA**

Thursday, May 2, 2024

**A REGULAR MEETING OF THE BOARD HELD AT 9:00 A.M. – C-10, Tom Davies Square**

**K. MACISAAC & J. MACINTYRE IN THE CHAIR.**

**PRESENT**

B. Deisinger, E. Danyliw, D. Guillemette, G. McCausland (v), C. Tammi, W. Watson, D. Zulich

**REGRETS**

T. Balaz

F. Cormier

N. Labbee

**ALSO PRESENT**

K. Marcus Managing Director

M. Luoma Advisor

M. Armstrong, K. Crigger Economic Development, City of Greater Sudbury

**GUEST**

Steve Jacques General Manager, Community Development (City of Greater Sudbury)

**PART 1 – CONSENT AGENDA**

**APPROVAL OF MINUTES**

**24-16** **Deisinger-Watson**

**THAT** the minutes of the 13th meeting of the Board of Directors of Downtown Sudbury BIA (Thursday, March 7, 2024), as circulated, be hereby accepted.

**CARRIED**

**PART 2 – REGULAR AGENDA**

**CO-CHAIRS’ REPORT**

***Arena decision ...***

Directors were pleased with the recent Council decision on this project but J. MacIntyre noted that, due to both varying opinions and varying levels of understanding of the project, messaging will still be required as this project moves forward. One element of this will be with the upcoming Podcast that will feature both J. MacIntyre and D. Zulich, with K. MacIsaac moderating. Additional discussion will be held on this (messaging) as this project evolves.

***Meeting with Ed Archer ...***

Currently scheduled for the end of May

***Board meeting schedule ...***

Reminder to Directors to complete the poll so a new date/time may be determined, if required.

***Council presentation ...***

The annual presentation (by the Co-Chairs) will be made Tuesday, May 28 – 6pm and will be similar to that made at the AGM. Directors were advised that this is for information (as per Governance Audit requirements) and there is no ‘ask’ attached. Directors were encouraged to attend if possible.

***City/BIA Work Group ...***

K. MacIsaac provided the following highlights from the recent meeting, also taking the opportunity to thank M. Armstrong for her assistance and guidance as facilitator of this meeting:

* Patios – the City’s concrete barriers will be used as required – once installed, the BIA has the opportunity to paint
* Public Washrooms – will open at the Centre For Life, May long weekend
* Clean-Up Day – congratulations were extended to the BIA for this initiative. Thought was given to consider a mid-summer clean-up ‘day’ as well. In addition, it was noted that, should the Clean-Up crew want to include ‘weed removal’ (around light standards, edge of sidewalks, etc), the City can be contacted to acquire the proper equipment.
* ‘Extra’ social services – these (funded by the Federal Government) have ended as at April 30 and, consequently, have had an impact within the downtown
* Construction update – currently awaiting update on the schedule for the last pavement lift for Larch St. Discussion was also held on the use of hoarding wrapping during future downtown construction projects (roads or otherwise)
* Next meeting – scheduled for the June

***Audit/Bookkeeper ...***

No Audit update at this time.

While Directors had previously supported the following resolution, it was presented for formal ratification:

**24-17** **Danyliw-Deisinger**

**WHEREAS** Ruth Ward, longtime Bookkeeper, has advised of her retirement as at June;

**BE IT THEREFORE RESOLVED THAT** the appropriate steps be taken, as outlined, to fill this position;

**AND FURTHER THAT** a recommendation be presented to the Board for final approval.

**CARRIED**

Directors were reminded that the Managing Director had previously circulated the ‘terms of reference’/job description to the Executive and the ‘call’ will now be put out to BIA members, with the recommendation to the Board expected for the June meeting.

***Draft Budget Update @ March 31st ...***

Budget update together with approved budget and detailed financials as prepared by the Bookkeeper were circulated with the Agenda package – for information. Staff also noted that a monthly reporting system will developed (to provide a quick overview/’status’), with the more detailed update continuing to be provided on a quarterly basis.

***Review of Board’s term to date ...***

K. MacIsaac noted that the Board is nearing the completion of the mid-way (two year) mark of their four-year term and it would be appropriate to review both Board roles/responsibilities, as well as goals/objectives, etc.

J. MacIntyre provided the following thoughts/recommendations - to be discussed in further detail at a future meeting:

* Committee Structure ... need to refine to encourage additional participation (Directors, Members, etc) and to refine the reporting system so as not to use up Board meeting time unnecessarily (ie Space Activation Committee; Marketing Committee; Beautification Committee – together with any ‘ad hoc’ work areas)
* Board Agenda/Meeting format ... will be refined to further ‘streamline’
* Strategic Plan ... there continues to be the need for the Board to spend some time on this and with the ‘refinement’ of the Committee structure, these work areas will be better able to provide the Board with recommendations for direction, initiatives, priorities, etc.
* Downtown Revitalization Program ... through OMAFRA and an opportunity for both funding and guidance to assist with strategic planning
* ‘Agile’ process ... As programs/initiatives are often in a constant ‘state of flux’ and as one of the challenges of a BIA is working with so many partners and depending on ‘others’ for approvals to proceed, etc. there is a definite need to develop a visual that will identify projects underway, priorities, new initiatives, short/medium/long term programs, etc, in order to not only ‘keep on top’ of the evermoving landscape but to also be in an educated position is items arise or need to be adjusted.

***Treasurer/Director-at-Large positions ...***

Directors were reminded that while the Chair/Co-Chairs positions are for the full term of the Board (consistency and continuity), the positions of Treasurer and Director-at-Large may be rotated annually.

Directors were also reminded of the purpose of the Executive Committee, following which the following resolution was presented:

**24-18** **Watson-Zulich**

**THAT** the following be approved for Executive positions for 2024:

\*Treasurer Bobbie Deisinger

\*Director-at-Large Erin Danyliw

**CARRIED**

**MANAGING DIRECTOR’S REPORT**

**24-19** **Deisinger-Danyliw**

**THAT** the Managing Director’s Report for the months of March and April, 2024, as circulated, be hereby accepted.

**CARRIED**

***Event Co-Ordinator – Holiday Market ...***

While Directors had previously supported the following resolution, it was presented for formal ratification:

**24-20** **Deisinger-Guillemette**

**WHEREAS** the Holiday Market has now become a solid event downtown;

**AND WHEREAS** the vision continues to grow, evolve and develop, with expectations for a major community event and attraction;

**BE IT THEREFORE RESOLVED THAT** the Board supports the Space Activation Committee recommendations to issue a call for an Event Co-Ordinator specific to the Holiday Market, as was outlined;

**AND FURTHER THAT** the term of this position be that of the current Board, ending 2026, with the option to review and extend with the incoming Board for the next term.

**CARRIED**

It was recommended that, for future RFPs (similar in nature to the above – more specifically ‘event’ based), a note be added indicating the possibility that if a proponent is not successful, there may be other opportunities that arise that they may be suitable for/contacted for.

Following a review of the steps taken and number and level of responses received as per the above, the following resolution was presented:

**24-21** **MacIntyre-Danyliw**

**WHEREAS** the Board issued an RFP for the co-ordination of the Holiday Market;

**BE IT THEREFORE RESOLVED THAT** the Board supports the recommendation of the Space Activation Committee that KC Events be retained to co-ordinate this event on an annual basis for the reminder of the Board’s term (2026);

**AND FURTHER THAT** annual reviews e held following each event.

**CARRIED**

***Sponsorships ...***

While Directors had previously supported the following resolution, it was presented for formal ratification:

**24-22** **Deisinger-MacIntyre**

**THAT** the Board of Directors supports the SAC recommendation for the following sponsorships:

\*Up Here Festival ... total sponsorship of $7,500 in cash and $2,500 in expiring Downtown Gift Cards; $5,000 cash in advance, with the balance of $2,500 payable upon confirmation that all communication and execution criteria have been met (following completion of the Festival);

\*YES Theatre ... $10,000 title sponsorship similar to 2023

\*Northern Ontario Film Festival ... $5,000 cash maximum; including $2,500 base with an additional $500/member BIA business the Festival works with to a maximum of $2,500

\*Zoimar Monroy International ... $500

**CARRIED**

**24-23** **Watson-MacIntyre**

**THAT** the Board of Directors supports the SAC recommendations for the following sponsorships:

\*Sudbury Market ... $6,000 up front and $1,000 for each program the Market develops alongside the BIA membership up to an additional $6,000

\*Graphic-Con ... $1,500

\*Gardener Day Festival & Plant Sale ... $1,500

**CARRIED**

K. MacIsaac noted that any BIA member has the opportunity to utilize a booth at The Market (Saturdays) at no cost. Communication and scheduling for this will be co-ordinated through the BIA office.

***YES Theatre Partnership ...***

While Directors had previously supported the following resolution, it was presented for formal ratification:

**24-24** **Danyliw-Guillemette**

**WHEREAS** YES Theatre has grown and evolved as a strong cultural attraction in downtown Sudbury;

\*hosting 50 events in 2023, with 95 planned for 2024 (Refetorrio);

\*attracting over 18,514 attendees in 2023, with an expected 25,000 in 2024

\*revenue growth of $680,000 in 2023, with an expected revenue of $800,000/15% growth over last year (ticket sales, Refetorrio and STC)

**WHEREAS** YES Theatre is a not-for-profit organization, operating on a 12 month basis, quickly becoming the premier destination for unforgettable theatrical experiences in downtown Sudbury and for the community;

**WHEREAS** the Refetorrio is in the final stages of capital development for the Durham St. venue;

**AND WHEREAS** this initiative is critical in the Board’s strategic direction, specifically growing downtown as the cultural hub of the community;

**BE IT THEREFORE RESOLVED THAT** the Board supports entering a Memorandum of Understanding with YES Theatre for a loan in the amount of $45,000 specifically for the purchase of sound equipment necessary for the Theatre’s operations;

**AND FURTHER THAT** this be allocated from the Special Reserve Fund.

**CARRIED**

J. MacIntyre once again reviewed the reasoning behind the above and the correlation to sponsorship opportunities, etc.

***Memorial Park activation ...***

Directors were advised that the temporary basketball court is expected to be installed over the next couple of weeks and is further expected to have a positive impact on the park’s activity. It was further noted that, due to increase in interest and demand, the Y will be utilizing this area on a regular basis.

**GUEST**

Steve Jacques, General Manager, Community Development (City of Greater Sudbury) was present to discuss a number of items that fall within his purview, related to downtown, providing an opportunity to discuss various issues, initiatives and challenges (ie Welcoming Streets, Memorial Park, homelessness).

The following is an overview of discussion highlights (in no particular order) but does not represent total discussion:

* ‘Welcoming Streets’ update for first three months of operation was circulated and discussed
* Two largest/critical ‘needs’ ... housing, access to core services
* Council currently developing an advocacy strategy, as everyone needs to be at the table to actively and effectively address issues
* Capital costs for housing continues to be a barrier ... 600 one bedroom apartments are required just to address existing needs
* ‘Housing First’ -
* Overview of programs through the City (re housing), ie

\*’by name list’ - currently 287 on the list – those ready to ‘make the move’

\*320 housed since the pandemic, with a high success rate largely due to continuous follow-up and providing access to services

* Outreach now 7 days a week
* Transitional Housing program - currently ‘Pilot’ project (includes clinical care and other support to assist with the move to self-sustaining)
* Some ‘current’ programs:

\*RMT table that includes City, Police, Health

\*’managing’ of homelessness

\*often bandaid actions as there is not enough resources (both human and financial)

\*15 ‘doors’ that offer services and, most importantly, will not turn seomeone in need away

\*’bridge’ housing

**NEW/OLD BUSINESS**

**Downtown Master Plan ‘subgroup’**

\*to be better prepared to provide input once the ‘review’ begins

\*Directors Danyliw, MacIntyre, MacIsaac – together with K. Crigger, M. Armstrong – offered to participate in this with an invitation to any Director to participate

\*meeting notification will be sent to all Directors once scheduled

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

* Council presentation Tuesday, May 28th – 6pm
* Board meeting Thursday, June 6th – 9am (pending results from Directors’ poll)

**ADJOURNMENT**

There being no further matters to discuss at this time, this meeting adjourned at 11:10 a.m.